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BROADCASTING

Broadcast Advertising

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WASHINGTON, D. C.
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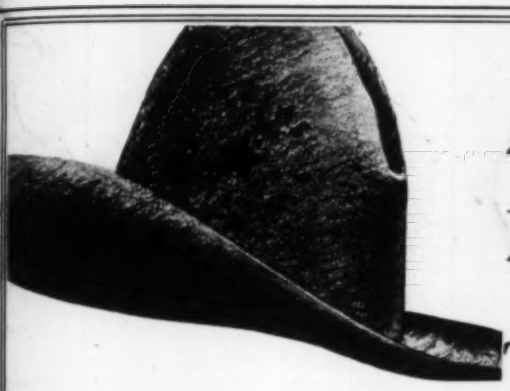
Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February



America's "Ten-Gallon Hat" MARKET.....

THE GREAT SOUTHWEST is America's leading market for "ten-gallon" hats, but the 807,302 WFAA-WBAP "radio families" also eat and sleep, drive cars, build and furnish homes and have the usual needs of the average American family. In fact, in the Dallas - Fort Worth area incomes are well above the national average and sales in all lines are now reaching new highs . . . The Southwest's leading station can do a whale of a job for you if you sell "ten-gallon" hats but, more important, it can do a "ten-gallon hat sized" job for ANY product of merit! Our National Representatives, Edward Petry & Co., Inc., will gladly supply full information on the special marketing opportunity in Texas during this Centennial Year.

50,000 WATTS

WFAA - WBAP

DALLAS FT. WORTH

By direct, audited measure

Columbia

Note for analytical minds: *In this world of many different kinds of surveys, you will be interested in the fact that the data given here are based upon the audience's direct expression of what radio stations it listens to regularly. No incomplete rankings of programs are used, but a measure of what the full day's schedule does in building each station's audience. On this significant basis, we know accurately (from an unbiased audit) that the Columbia Network has more listeners, than any other network or group of stations, as shown on the facing page. This is a measure, of course, of network audiences: the audiences regularly delivered to advertisers by the networks in each combination of cities (not each individual city) indicated. Write for details.*

has more listeners than any other network —

in the 10 largest cities of the United States

in the 13 cities where the three basic networks meet in direct local competition

in the 26 cities of the CBS Basic Network

in ALL the cities of the complete Columbia Network

New, and audited figures on the size of the audience for every network station in these cities have just become available; and may be seen, when you wish, at the New York offices of the Columbia Broadcasting System.

But there's still another way of telling. More of the country's largest advertisers broadcast over Columbia than over any other network. These shrewdest buyers of advertising facilities *know* whereof they buy.

COLUMBIA BROADCASTING SYSTEM • 485 Madison Ave., New York

XUM

Help . . .

for the HARD-TO-PLEASE

Beyond those more intangible attributes which have won for WOR the favor of more than one hundred and seventy advertisers during the first five months of 1936, are the immediate results they obtain at a very low cost per cent. For example, the maker of a household commodity offered some fine seeds to listeners during the spring of this year. Six times he asked WOR listeners to purchase his product and mail a box top to this station accompanied by ten cents. In less time than it took to make the announcements, 22,489 dimes and proofs of purchase were received. Ah, but that is not all. Our statisticians tell us that *for every dollar spent for WOR time by this sponsor, he enjoyed a return of $3.74 in cash expenditures by listeners for his product.* It is little wonder that an increasingly greater number of alert advertisers are beginning to learn that there exists among the inhabitants of the WOR market a spirit of free-spending equanimity *to be found nowhere else.*

WOR

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

WXYZ DETROIT

N.B.C. Blue Network

ACTUALLY PRODUCING

44 Outstandingly Successful

COMMERCIAL SHOWS

EVERY WEEK

Right In Our Own Studios!

And What A Whale of A Job We're Doing!!

WXYZ, with its vast experience in showmanship, handles a "big time" production schedule of musical, dramatic and variety entertainment—producing and broadcasting forty-four of its own sponsored programs. And that we're doing a *whale* of a job for our advertisers is attested in twenty-two brief case histories of WXYZ sales successes. We will gladly send them to you upon request.

WXYZ STUDIO PRODUCTIONS . . .

32 Quarter Hours

Ann Worth, Housewife	*Baked Goods*	*5—¼ hrs. wkly.*
Noonday Comments	*Hair Restorer*	*5—¼ hrs. wkly.*
Livestock Mkt. Reports	*Trucks & Mtr. Cars*	*5—¼ hrs. wkly.*
Day in Review	*Drug Products*	*6—¼ hrs. wkly.*
Kyte's Rhythmeers	*Gasoline*	*5—¼ hrs. wkly.*
Sports Highlights	*Ale*	*3—¼ hrs. wkly.*
Mountaineers	*Cleanser*	*3—¼ hrs. wkly.*

12 Half Hours

The Lone Ranger	*Bread*	*3—½ hrs. wkly.*
Big Broadcast	*Cigars*	*1—½ hr. wkly.*
Children's Theatre of Air	*Jewe'ry*	*1—½ hr. wkly.*
Michigan Theatre Hour	*Entertainment*	*1—½ hr. wkly.*
The Mixing Spoon	*Food Manufacturers*	*6—½ hrs. wkly.*

KING-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago

Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

WOOD WASH GRAND RAPIDS

N.B.C. Red & Blue

Only WOOD

CAN GIVE YOU THE GREAT

$200,000,000

Grand Rapids MARKET

Can Such A Market Be Overlooked? Certainly Not!

The Western Michigan Market belongs to WOOD! Here — in Michigan's second biggest market—the wholesale and retail business averages more than $200,000,000 annually! Can this market be overlooked? Certainly not! Can this market be reached through powerful network stations in Chicago and Detroit? No. Facts prove it. You MUST use WOOD for sales.

WOOD-WASH—A Must For Sales

Grand Rapids is 135 miles from Detroit—125 miles from Chicago. A recent NBC-ROSS Federal Survey in Grand Rapids showed more listeners tuned to WOOD than all the other stations combined. A similar survey by Alka Seltzer-Benjamin Soby again showed the same result. Actually 3 times as many listeners as any other station—including powerful net work stations such as: WGN Chicago, WJR Detroit, WLW Cincinnati. It is obvious, therefore, that in order to win the great Grand Rapids Market through the use of radio—you MUST use WOOD!

KING-TRENDLE BROADCASTING CORPORATION

300 MADISON THEATER BUILDING...DETROIT

WM. G. RAMBEAU CO., Representatives, Home Office: Tribune Tower, Chicago

Eastern Office: 507 Chanin Bldg., New York Western Office: Russ Building, San Francisco

XUM

"Mine was this big!"

MAY the Lord forgive us, but we're getting awfully sick of seeing the boys rushing around, yammering about million-dollar advertising contracts and billion-dollar plans and blah blah blah.

What *we're* looking for is a few more agencies or manufacturers who've got a darned good product, a swell personnel, and a *smallish* appropriation to start with. We want to work with a few more such outfits—help them to plan constructively, to spend wisely, to go places and make money via radio.

That's the way our business was built, and it's the way we like to work. Do you want us to work *for you?*

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	111 Sutter	C. of C. Bdg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 4353	Richmond 6184

WIS . . (NBC) . . . . Columbia	WKZO . (MRN) . . . Kalamazoo	WPTF . (NBC) . . . . . Raleigh
WHKC . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	KTSA . (CBS-SBS) . . San Antonio
WOC . . (CBS) . . . Davenport	KFAB . (CBS) . Omaha-Lincoln	KTUL . (CBS) . . . . . Tulsa
WDAY . (NBC) . . . . . Fargo	KOMA . (CBS-SBS) . Oklahoma City	KVI . . (CBS) . . . . . Tacoma
KTAT . (SBS) . . . . Fort Worth	WMBD . (CBS) . . . . . Peoria	and
WDRC . (CBS) . . . . Hartford		Southwest Broadcasting System

BROADCASTING
and
Broadcast Advertising

Vol. 11 No. 2 WASHINGTON, D. C., JULY 15, 1936 $3.00 A YEAR — 15c A COPY

NAB Staves Off Effort to Split Ranks

Levy Bolts Convention; Attendance Records Are Broken; Myers Elected President; Baldwin Reappointed

By SOL TAISHOFF

SUCCESSFULLY resisting the most serious threat to unity within the industry it has ever faced, the 14th annual NAB convention adjourned July 8 with a stronger organization, and charted an ambitious program of expansion for the coming year.

Because of the interest aroused by the intra-industry strife, the convention broke all records for attendance, with a gross enrollment of 816, and with a delegate registration list of 258. Charles W. "Chuck" Myers, operator of KOIN and KALE, Portland, Ore., was elected president for the ensuing year, and James W. Baldwin, managing director, was reappointed.

An effort to split the industry and create a new trade association was made by Isaac D. Levy, retiring treasurer, coowner of WCAU, Philadelphia, and an important CBS stockholder. Launched on the opening day, Mr. Levy's undertaking fizzled and the succeeding sessions evidenced the building of a stronger NAB. His defection was traceable to the music copyright issue and his feud with Mr. Baldwin, and ten of the 19 members of the board whom he characterized as the "secret ten". Mr. Levy has declared his intentions are still to form a new trade association, which he promised would get under way soon.

Baldwin Unscathed

THE major networks, likewise openly opposed to NAB copyright activities and the Baldwin regime, did not, however, support the Levy move. They had threatened to "take a walk" from the trade association some months ago, but time had its healing effects and the networks are still as well identified with NAB as before, although obviously disappointed over the turn of events.

Mr. Baldwin, who as executive head of the NAB has been in the thick of the bedlam of controversy during the last year—his first as managing director, — emerged unscathed by the Levy attack and other efforts to unseat him. He was not only reappointed by the new board of directors following the convention, but he was given a $2,000 increase in salary to $13,000. With a few exceptions, practically his entire slate of recommendations was approved by the membership. These included his plea to keep copyright negotiating powers within the NAB, whereas CBS, supported by NBC, proposed elimination of "all controversial issues" from the NAB purview; his three-point plan for a Bureau of Copyright within the NAB; and his project for creation of a cooperative bureau of radio research through subscription of NAB funds.

The new board of directors, following adjournment of the convention July 8, promptly voted to authorize a fund of $10,000 for furtherance of this undertaking, looking toward a bureau to authenticate station coverage and listener data in collaboration with the Association of National Advertisers and American Association of Advertising Agencies. This $10,000 is to be used if, as and when needed. A fund of $30,000, two-thirds from NBC and $10,000 from CBS, already is available.

The only important Baldwin recommendation which failed to pass—that proposing a 50% increase in dues to defray contemplated costs for new undertakings —was lost by failure to get the necessary two-thirds majority vote. The convention also rejected a series of resolutions and proposals offered by members at the concluding session, including one which would have placed the NAB on record in opposition to the granting of any additional 500,000 watt applications, on the ground that it tended toward monopoly and would prove inimical to the interests of public and industry.

Myers on Independent Ticket

MR. MYER'S election developed from an independent ticket offered from the floor, after the nominating committee brought in the name of Edwin W. Craig, of WSM, Nashville, despite Mr. Craig's enforced absence from the convention. The latter was en route to Europe at the time, having arranged the trip prior to the designation of the convention time. The new president, who takes over the gavel held by Leo J. Fitzpatrick, of WJR, Detroit, during the last year, is well known in industry ranks. He was elevated from the first vice presidency and for four years has sat on the NAB board. He has been a broadcaster for the past decade, and prior to that was in newspaper work 25 years, handling circulation, advertising management and then business management. His name had been considered by the nominating committee along with that of Mr. Craig and John Shepard 3d, president of the Yankee Network.

Elected along with Mr. Myers as officers were John Elmer, owner of WCBM, Baltimore, and a former newspaper publisher, as first vice president; Gardner Cowles Jr., president, Iowa Broadcasting System, and editor-in-chief of the *Des Moines Register-Tribune*, second vice president, and Harold Hough, manager of WBAP, Fort Worth, Tex., and circulation manager of the *Fort Worth Star-Telegram*, treasurer. There was no opposition to these nominations by the official nominating committee.

Directors elected to fill the six vacancies were Edward A. Allen, WLVA, Lynchburg, Va., retiring second vice president, and president of National Independent Broadcasters; Arthur B. Church, KMBC, Kansas City, (reelected); Gene O'Fallon, KFEL-KVOD, Denver; John F. Patt, WGAR, Cleveland, and L. B. Wilson, WCKY, Cincinnati, for three-year terms; and Frank M. Russell, NBC Washington vice president,

NAB OFFICERS AND BOARD, 1936-37—Lower row left to right: John Elmer, WCBM, Baltimore, first vice president; C. W. Myers, KOIN-KALE, Portland, Ore., president; Harold Hough, WBAP, Fort Worth, treasurer; Gardner Cowles Jr., KSO-KRNT, Des Moines, second vice president. Directors upper row left to right: Tom Symons, KFPY, Spokane; L. B. Wilson, WCKY, Cincinnati; Gene O'Fallon, KFEL-KVOD, Denver; Arthur B. Church, KMBC, Kansas City; Ralph Brunton, KJBS, San Francisco; Joe Maland, WHO, Des Moines; Harry Butcher, CBS, Washington; W. Wright Gedge, WMBC, Detroit; Edward A. Allen, WLVA, Lynchburg, Va.; John Gillin, WOW, Omaha; John Patt, WGAR, Cleveland; F. M. Russell, NBC, Washington. Absent when picture was taken were A. J. McCosker, WOR; Edwin W. Craig, WSM, and Gordon Persons, WSFA.

reelected for a two-year term.

The only real fireworks of the convention developed at the opening session. It was then that Mr. Levy staged his one-man revolt, after lashing out at Mr. Baldwin and the board majority; making grave charges against Philip G. Loucks, former managing director, Joseph Hostetler, prominent Cleveland attorney and former NAB copyright counsel, and Oswald F. Schuette, former NAB copyright director, who served jointly as trustees of the NAB-organized Radio Program Foundation, dissolved several months ago; withdrawing WCAU from membership, and announcing the formation of his new "association".

The convention opened with an address of welcome by Barnet Hodes, corporation counsel of Chicago, and was immediately followed by President Fitzpatrick's address. He departed from the customary opening festivities by loosing an attack upon broadcasters for slipshod tactics, and concluding with a plea for unity, which was taken up by other speakers after Mr. Levy's tirade.

President Fitzpatrick shamed the industry for "airing its dirty linen in the public gaze". He upbraided the membership for permitting a split in the ranks and ascribed it to misunderstanding.

"I have contended from the very first that we need someone to eliminate the petty bickering or strife, to weed out the quarreling and to cement broadcasters together in their common purposes and duty and obligation to the listening public," he asserted.

"It seems to me there are more changeable, erratic people, more gossips in the radio industry than in any other body of sound-minded or capable business men in the country. That is a strong statement, but I'll add one even stronger—that I have never seen so many petty maneuverings, so many insidious intrigues, or so many political practices as I have in this group. And we are not going to help that situation any as long as we have no more privacy in our meetings than a county fair.

"Clean House Mentally"

"THE NAB was founded for progress, I sincerely believe, but until we grow up and throw out a lot of juvenile proceedings, we might as well abandon any idea of progress. The most successful combatants are always those who know the enemy's moves in advance. The most vital thing in a successful campaign is secrecy of movements. We have never had that. Every step that we have proposed to take, every move that we have proposed to make, has been exploited or exposed long before ever we were ready to advance."

The retiring president concluded with the plea that broadcasters "clean house mentally, absolve ourselves from selfishness and then pull for a common cause."

Introduced next was Chairman E. O. Sykes of the FCC Broadcast Division, who addressed the convention on FCC activities and radio regulation. He urged stations to prepare for the hearings on reallocation of the broadcasting spectrum, to begin in Washington Oct. 5, and stressed their great importance. The whole question of station, power and frequency allocations, he brought out, will be invaded by the Broadcast Division, after which it will decide whether alterations are desirable.

1936-37 Officers and Directors of NAB

President
Charles W. Myers, KOIN-KALE, Portland, Ore.

First Vice President
John Elmer, WCBM, Baltimore

Second Vice President
Gardner Cowles Jr., KSO-KRNT, Des Moines

Treasurer
Harold Hough, WBAP, Fort Worth

Managing Director
James W. Baldwin

Directors Continued
Alfred J. McCosker, WOR, Newark
Harry C. Butcher, WJSV, Washington
John J. Gillin Jr., WOW, Omaha
Gordon Persons, WSFA, Montgomery, Ala.
Edwin W. Craig, WSM, Nashville
J. O. Maland, WHO, Des Moines
Ralph R. Brunton, KJBS, San Francisco
T. W. Symons Jr., KFPY, Spokane
W. Wright Gedge, WMBC, Detroit

New Directors
(3-year term)
Edward A. Allen, WLVA, Lynchburg, Va.
Arthur B. Church, KMBC, Kansas City (reelected)
Eugene O'Fallon, KFEL, Denver
L. B. Wilson, WCKY, Covington, Ky.
John F. Patt, WGAR, Cleveland
(2-year term)
Frank M. Russell, WRC, Washington (reelected)

The Levy Attack

THERE was silence when Mr. Levy stepped before the convention. At four preceding conventions he had held broadcasters spellbound with his copyright discussions. Last year he went through a bitter fight for reelection as treasurer, on a "vindication platform" as he put it. He has consistently opposed the "per piece" or "measured service" method of payment for music on the ground that it not only would be more expensive but also cannot be procured. The NAB conventions for three successive years has resolved in favor of negotiating "per piece" and it reiterated that expression in a formal resolution on the concluding day of the convention.

Almost at the start Mr. Levy laid the blame for the copyright negotiation fiasco upon the doorstep of Mr. Baldwin and the "secret ten" of the board. He announced that after he had spoken he would resign from the NAB, which he did.

Speaking from prepared manuscript for the first time, Mr. Levy charged that immediately following Mr. Baldwin's appointment last year, the managing director ignored instructions of the board that a letter be sent to the membership urging acceptance of the ASCAP five-year contracts under the then existing terms of 5% of gross receipts. He added he had asked for a board meeting but it was not called for two months. Upon this he blamed the situation which later developed with the resignation of Warner Bros. publishing houses from ASCAP at the end of last year, the wholesale infringement suits and the necessity of many stations signing five-year Warner contracts.

Increasing in bitterness as he went along, the retiring treasurer charged that President Fitzpatrick also was ignored by Mr. Baldwin and the "secret ten", despite the fact that the president, treasurer and managing director constitute the executive committee of NAB. On Oct. 17, he said, the board passed a resolution instructing the managing director to send a letter to the membership advising stations to accept the ASCAP offer of five-year extensions. Had this notice gone out, he said, and had stations then accepted the ASCAP proffer, "you would then have guaranteed to you by ASCAP the Warner catalog for which a large number of you are now paying a considerable sum of money."

It was not until Dec. 3 that the telegram went out, Mr. Levy declared, and then on the following day Warner withdrew from ASCAP. And on the following day, he said, Mr. Baldwin sent out a telegram repudiating the first one.

Claims Confusion

"THEN," he continued, "came a series of telegrams, letters, manuscripts, books, pamphlets and every sort of written memoranda, giving you advice that no intelligent person in the world could understand —not even the senders—hysterical ramblings, hopeless confusion, to which I refused to contribute.

"The publicity released by Mr. Baldwin during the past year tore to shreds this association. He was a managing director, employed by us, who assumed the role of a dictator. He forgot there was such a thing as an executive committee with whom he was to consult; he forgot there was a president; he forgot there was a treasurer; he did as he pleased, influenced by a number of men who haven't the slightest conception of what it is all about.

"Mr. Baldwin appointed his own committees, appointing some who were not even members of our organization. For the miserable mess you are in, you can thank these ten members of your board."

After upbraiding members of the board and Mr. Baldwin further, Mr. Levy outlined his plans for his new association, which he declared was urged by NAB members who had corresponded with him. He said the organization would have no president or board, but simply a managing director and a lawyer who would relieve station members of the necessity of hiring Washington lawyers at "fancy fees" for what he described was "work that could be done by messenger boys."

Plunging back into his attack, Mr. Levy charged Mr. Baldwin with mismanagement and calling of unnecessary board meetings at great expense to members and ridiculed the "program foundation fund" which he said Mr. Baldwin is espousing and which would cost $200,000. In this connection he mentioned the defunct Radio Program Foundation, and charged that it was dissolved with the three principals dividing the funds. He said Mr. Baldwin did not mention the demise of that organization in his report.

Hits Foundation Incorporators

"THREE gentlemen, Hostetler, Loucks and Schuette, formed a corporation and they acquired a little music," Mr. Levy asserted. "You were to pay for its use, and some of you did. Each of these three men was in the employ, at the time, of the NAB and being paid for his services. If this corporation had been a great success, the profits would flow to the stockholders, Schuette, Loucks and Hostetler. When they decided to abandon this project, as a failure, there

Our Convention Daily

IN THE DAILY editions of BROADCASTING Magazine published during the NAB convention in Chicago, as in our regular semi-monthly issues, we endeavored to maintain the dignity and integrity of our industry by confining ourselves to authentic news and eliminating the cheap and the petty. That the delegates and guests recognized this is attested by the many words and letters of commendation received by us from those who attended.

Our purpose in publishing the daily editions was solely that of providing a service to the industry and to the delegates and guests. We carried not only complete news reports but accurate notices of proceedings, complete and accurate directories of registrations and hotel addresses, and full listings of exhibitors and special representatives. We made no charge for any of our listings, and indeed rejected numerous offers of advertising in the belief that the circulation of the daily issue at the convention was too limited to make it a profitable advertising buy for anyone. The circulation was limited to those attending, plus a few hundred airmailed each day to the more important agency executives handling radio accounts and to a few others.

Happy in the commendations received on all hands and somewhat gratified that other trade journals should have used our daily reports almost verbatim as their regular issue reports of the convention, we particularly want to express our gratitude at this time to Burridge D. Butler, publisher of *The Prairie Farmer*, to Glenn Snyder, manager of WLS, and to their splendid staffs for the remarkable cooperation given us in this effort. The daily BROADCASTING was published in the *Prairie Farmer* plant under contract, and we especially appreciated the willingness of its composing and pressroom staffs to give up their holiday and their nights for this task.

UNITY—M. R. Runyon, CBS, and A. J. McCosker, WOR, tell delegates their thoughts after Levy speech. Leo Fitzpatrick, WJR, retiring president, who also plead for unity, looks on. Note Mr. Levy's brown study reflected in mirror.

NIX—Stanley Hubbard, KSTP, right, argues his handicap with club pro Charles Silver, as B. F. McClancy, NBC, upper left, looks on with Gene Pack, KSL.

NEWCOMER—Sam Insull (with cigar), ex-utility magnate, now heading his Affiliated Broadcasting Co. net of Midwestern stations, gets acquainted with broadcasters at NAB banquet. With him are his sales manager, George Roesler, and Mrs. Roesler.

HOME TOWNER—Being from Landon's home town of Topeka, Don Searle, WIBW, passes out hundreds of Sunflower buttons, adopting the G.O.P. emblem.

GOT THE ORDER?—David Ballou, Standard Radio, left, and Milton Blink, Standard Radio's Chicago vice president, fourth from left, corner three from WHO; next to Mr. Ballou are William D. Wagner, Irving Grossman, Mr. Blink and Harold Fair.

CHIEFTAINS—Westinghouse bosses are, left, Walter C. Evans, in charge of broadcasting, and Ralph Kelly, operating vice president.

PUZZLED—Candid shot of Ed Petry, left, and Sidney Kaye, CBS counsel, in earnest conversation.

SERIOUS — In the extreme were the convention deliberations, as these group shots indicate. These are sections of the big attendance of more than 650.

GLADTOKNOWYUH—Two Boston broadcasters make their first acquaintance at the convention: John Shepard, left, Yankee Network, and Bill Pote, WMEX.

SAN FRANCISCANS—Left to right: Phil Lasky, KSFO; Edward McCallum, KYA; Ralph Brunton, KJBS-KQW.

THE LADIES GO YACHTING—Aboard Comdr. Eugene McDonald's palatial "Mizpah," ladies of the NAB delegation enjoy the breezes of Lake Michigan while the conventioneers zwelter in the misnamed Windy City.

"BROADCASTING" TROPHY CONTENDERS — Left to right: Art Gleghan, WDGY; Irwin Stoll, Michigan Network; C. A. Hill, WIBM; Harry Butcher, CBS; Bond Geddes, RMA; Andrew Cruse, U. S. Dept. of Commerce; Ross Wallace, WHO, (winner); Ed Fellers, Chicago; Howard E. Pill, WSFA; H. R. Spence, KXRO; Don Mather, WIBM; C. F. Phillips, WFBL; J. Leslie Fox, KMBC; Tams Bixby, KBIX; Ben S. Fisher, Washington; Karl Haymond, KMO. Seated: Edw. Young, BROADCASTING (left), Norman Goldman, WLS.

JOURNALISTS—From newspaper radio stations came, among many others, left to right: H. Dean Fitzer, WDAF; Lambdin Kay, WSB; C. A. McLaughlin, WHK; W. J. Scripps, WWJ.

XUM

was $5,000 left which they divided among themselves, and sent a letter to the NAB board justifying their action."

And then, to conclude his swan song, Mr. Levy said he was for a "per piece" method for payment of music, but felt it was impossible now because it would double or triple costs. He revealed he had been working with some publishers to purchase the Warner catalog and put it back in ASCAP, but did not elaborate beyond that. His final words were: "With the 'secret ten' and Mr. Baldwin directing your affairs you must fail. And for that reason I am stepping out."

Baldwin's Reply-Report

THERE was only a smattering applause when Mr. Levy concluded. In contrast to this, there was long, ringing handclapping when Mr. Baldwin stepped before the delegates. In effect, he ignored his critic's speech. He delivered a short report covering highspots of the year's work and making certain recommendations. He said he would not answer any statement made at the session on copyright beyond directing to the attention of the delegates his report of Feb. 8 on copyright. "There was no question raised that could not be answered by it," he said.

Declaring he could talk for hours on copyright, the managing director said he did not want to waste time on "post mortems". He declared the Bureau of Copyrights within the NAB which now is functioning with Edward J. Fitzgerald as its head, is preparing a library of public domain music which should tide stations over in any future emergency and give them an opportunity to bargain in procuring music rights. He estimated that some two years would be required to "free you from existing inequalities" after which each member should be in position to use bargaining power in negotiating his own contract. When that is done, he said, it would be possible to eliminate the controversial copyright negotiation program from the NAB. He said he agreed wholeheartedly that it should be removed from the NAB, but not until an industry-owned music supply is created.

Mr. Baldwin concluded with a plea for unity, predicting that for every one which dropped out of the NAB two would enroll. This was indirectly an answer to Mr. Levy's foray into the trade association field.

When President Fitzpatrick called for discussion, Samuel Rosenbaum, president of WFIL, Philadelphia, and head of Alfred H. Greenfield Co., Philadelphia bankers, arose to his feet to make his maiden address at an NAB convention. In biting terms he criticized Mr. Levy for his defection. Declaring he had never before heard such "tongue-lashing and diatribe" as delivered by Mr. Levy, he said there obviously was deep feeling in Mr. Levy's breast about the NAB and copyright, since he proposed to pull out of the NAB. There is no man, he said, who can get along better without the association. That attitude, he concluded, is not cooperative, not American and not the way to get things done.

As CBS spokesman, M. R. Runyon, vice president and treasurer, said he was distressed over the feeling and divergent views. He had concluded, he added, that the function of a trade association is to deal with non-controversial matters upon which the membership generally is agreed. He urged that copyright, as a controversial issue, be removed from NAB jurisdiction, and that the association deal with problems on which there is a united front. His resolution to this end, offered at the concluding session, was defeated.

Defense of Mr. Levy was voiced by Alfred J. McCosker, past president of NAB, president of WOR, Newark, and chairman of Mutual Broadcasting System. Mr. Levy, he said, was not actuated by personal motives, but his feeling sprang from hard work and an honest desire to help. He supported Mr. Runyon's plea for unity, declaring if that can be accomplished only by removing copyright from the province of the NAB, such a step should be taken. Mr. McCosker said he had consistently voted against the actions of the Levy-labelled "secret ten" as a member of the board, because he had not been in harmony with their views.

Research Program

IN HIS routine report, Managing Director Baldwin made a strong plea for progressive steps toward creation of a cooperative bureau of radio research, for a continuing program of technical research and for pushing to completion the plans involved in the creation of the Bureau of Copyrights within the NAB. Summarizing the year's activity, he brought out that NAB membership is larger than at any time in history, totaling 407, a gain of 22 in a year. Financially, he said, the NAB is in better position, having a balance of $17,451.49 as of June 30, as against $46.45 on July 1 a year ago. Receipts for the last fiscal year were $97,043.44 and expenditures $79,638.51.

Urging approval of the cooperative bureau of radio research project, Mr. Baldwin briefly described the work of the NAB committee of five during the last year, headed by Mr. Church, who also is the commercial committee chairman.

"The report on radio set figures by counties reported last week [see July 1 issue of BROADCASTING] is the best example of the good that can be accomplished through cooperation by the seller, the buyer and the agency," he asserted. "This is the first time in the history of radio that fundamental information has been issued with the joint approval of the advertiser, the agency and the broadcaster. There is much that remains to be done.

"New projects will require new financing. Thus far NBC and CBS have paid the expenses of the committee. It is not right for them to bear all the expenses. There is not a single station that does not benefit by all the work that has been done and each station should bear his proportionate share of the expense."

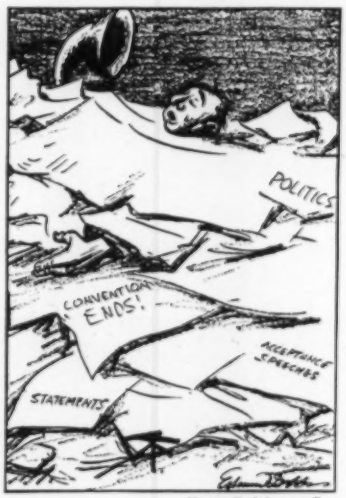
Mr. Baldwin made a plea also for his proposal to increase dues by 50%, which was lost at the closing session. He said the increase was proposed so the NAB might arrange for completion of research projects — mainly those dealing with the cooperative bureau and for engineering research. In both instances he recommended that the program of research and study be placed in accredited universities which would be recognized as unbiased and unprejudiced.

"It is my recommendation," he declared, "that such work be accomplished through arrangements with an adequately equipped university. The results of their work will be acceptable to all and the cost under such an arrangement will be considerably less than it would be if you set up your own organization.

"There is also a need for research in the technical field. The engineering hearing just concluded by the FCC serves as a good example of the need of some arrangement whereby the industry can have available at all times quantitative data on technical and scientific questions that arise."

At the close of the first day's session, President Fitzpatrick named the nominating and resolutions committees, which reported at the final session July 8. On the nominating committee were Mallory Chamberlin, WNBR, Memphis, chairman; J. Thomas Lyons, WCAO, Baltimore; Burt Squire, WINS, New York; Glenn Snyder, WLS, Chicago, and Donald Withycomb, WFIL, Philadelphia. The resolutions committee comprised John J. Gillin Jr., WOW, Omaha; Ed Craney, KGIR, Butte; Ralph R. Brunton, KJBS, San Francisco; Harrison Holliway, KFI, Los Angeles, and Mr. Cowles.

After Any Convention



From Baltimore Sun

The Business Sessions

THE second day's session was given over almost entirely to commercial aspects of broadcasting, with several agency men participating. A dressing down on maintenance of rates, dual rates, and other practices came under the purview of the convention. The session was entirely devoid of discussion of the intra-industry conflict, with business aspects receiving practically uninterrupted attention.

"Maintain published rates" was the three-word message brought to the convention by Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies. He said this reflected the sentiment of the entire agency field. His words were echoed by C. E. Midgely Jr., of Batten, Barton, Durstine & Osborn and by Osborn Bond, of Joseph Katz Co., Baltimore. Both Mr. Midgely and Mr. Bond discussed intimately the promotional efforts of stations and emphasized that local stations are not being overlooked by agency radio departments, but rather that they fail properly to promote themselves.

As chairman of the Committee of Five, Mr. Church delivered a special report on the cooperative bureau. He estimated that some $50,000 would be needed to carry to fruition the exploratory project outlined by the Joint Committee on Radio Research fostered by the three trade associations representing broadcasters, advertisers and agencies. He asked that $10,000 be allotted by the board to carry on the work.

Recommendations on the NAB radio research project were outlined by Mr. Church as follows:

(1) Endorse the general plan for completion of the exploratory project on the basis we have presented to you.

(2) Authorize your Committee on Radio Research to offer this plan to the Joint Committee of Fifteen as the plan the broadcasting industry would prefer to have employed.

(3) Increase the number of the committee from five to seven members which shall include a representative from each major network subscribing to the project, also representatives from local, regional and clear channel or high-power station classifications. The managing director shall also be a member of the committee.

(4) Make available $10,000 for use on the project as necessary and provide that additional amounts be devoted to the project at the discretion of the board of directors.

Uniformity in Data

IN URGING the cooperative bureau, Mr. Church argued that much of the material on station coverage and listener habits now prepared individually by stations is worthless. That, he said, is because there is no source of fundamental information which can be looked to as official and which receives the sanction of the buyer, the seller and the agency. Rather, he declared, there is a variety of source and presentation which is sometimes embarrassing and always confusing.

Mr. Church recommended that the Wharton School of Finance & Commerce be endowed to carry on the research project. Herman S. Hettinger, research consultant of the NAB, is an associate professor in that school and is recognized as an authority on radio research. Mr. Church said the committee took into account the success achieved by the outdoor advertising industry in solving a similar problem by placing its exploratory research at the Harvard School of Business.

A university, he said, possesses the desired permanence of organization, has the equipment and manpower to provide facilities and personnel adequate to assist Paul F. Peter, Joint Committee secretary and former chief statistician of NBC, in his research; is a non-profit organization, and can furnish facilities at a minimum expense; has a purely scientific interest precluding any special bias,

WITH THE CANDID CAMERA

To Herbert Hollister, general manager of the new KANS, Wichita, and an amateur photographic expert, BROADCASTING is indebted for these panels of candid shots taken during the convention. In the left panel, top to bottom, are James W. Baldwin (NAB); Gardner Cowles Jr. (KSO-KRNT), newly elected vice president, and Sidney H. Bliss (WCLO); Harry Woodman (KDKA), F. M. Russell (NBC) and William S. Hedges (NBC); John Patt (WGAR), newly elected director; Tom Symons (KFPY) and Arthur B. Church (KMBC); Don Withycomb (WFIL) with Mr. Baldwin and Harry C. Butcher (CBS). In the right panel, top to bottom: C. W. Myers (KOIN-KALE), newly elected president; W. Wright Gedge (WMBC) with Ed Allen (WLVA) and Mr. Myers; Earl Glade (KSL) and Mr. Allen; Gene O'Fallon (KFEL-KVOD), newly elected director; Mr. Allen and Mr. Myers; Lambdin Kay (WSB).

and finally, possesses prestige and unquestioned authority.

As the second order of business at the Tuesday session, the convention heard an address by C. H. Sandage, chief, Division of Communication, Bureau of the Census, on the census of the broadcasting industry covering 1935 business and employment just being concluded by the Bureau. He revealed that data based on returns from 517 commercial stations, or 90% of the total, showed net revenues, from direct sales of time, plus sums received from networks of approximately $48,000,000. Employment figures for the same stations showed an average of 11,500 station employes in 1935, with an annual payroll of approximately $19,000,000, more than 90% of which went to full time employes.

There followed a panel discussion conducted by H. K. Carpenter, WHK, Cleveland, and participated in by a score of broadcasters and agency men, which ran riot over the whole field of commercial station operation, other than the purely technical phase. Pointed views on station rates, representation, discounts, promotion and other practices were expressed, as reported elsewhere in this issue.

Commercial Committee

AT THE Tuesday afternoon session, Mr. Church again took the rostrum to deliver his commercial committee report. He again pleaded for support of an agency recognition bureau, which became the subject of a subsequent resolution, for the research bureau, for the adoption by stations of the plan for a uniform system of cost accounting, and for observance by stations of the highest degree of ethical standards.

He asked for a place on the general program of the annual sessions of the Advertising Federation of America, rather than a side show radio departmental session, as a condition precedent to NAB's continued affiliation with AFA. Pointing out that the NAB did not hold a session this year coincident with the AFA convention as it had for the preceding three years, Mr. Church said: "It is the opinion of your chairman that the recent procedure of the AFA of emphasizing a multiplicity of meetings devoted to specialized groups seriously impairs, if not invalidates, the opportunity for a general approach to advertising problems which an organization such as the AFA generally affords. It is the recommendation of your commercial chairman that if the NAB continues as a contributing member of the AFA that hereafter the NAB shall have a place on the AFA general program. Only in this manner can the members of this association fully benefit from affiliation with the AFA and I am confident that AFA officials, if properly approached, will agree on this point and that the cordial relations which have existed between the two organizations can be maintained to the interests of both."

Mr. Church asked that the new sales managers division of the NAB created during the convention, be supported by the NAB. The division, he explained, would function alongside the commercial committee. He urged a one-rate policy, a subject that provoked debate pro and con. Since the abolition of the broadcasting industry code, he said, there has been a return of rate chiseling practices. Stations in some cases are falling for "per inquiry" business and contingent schemes which, he said, "cannot but destroy the confidence of substantial advertisers whose business should comprise the backbone of your income.

"There is need for another campaign to shorten the commercial announcement portion of programs. I am afraid that nearly all of us have, through transcription programs, let some of the advertisers get by not only with an excessive amount of advertising copy, but also in some cases with copy of an objectionable nature, that you would not under any circumstances permit to be included in your studio-built programs. If you aren't hardboiled with your advertisers or with the agents who place such programs with us, you certainly can't expect our governmental regulating bodies to be other than hardboiled with us."

In the ensuing debate dual rates, merchandising practices, interpretations of what constitutes a national program, and similar questions cropped up for gruelling cross-fire. Participating were Messrs. Church, Carpenter, Harrison Holliway of KFI, E. P. H. James, NBC promotion manager, Charles Myers of WSUN, St. Petersburg, and Mr. Midgely.

Concluding his report, Mr. Church advocated shortening of the "summer slump" period by the abolition of daylight savings time for program schedules. He recommended also that the convention instruct the president to appoint a committee of five or seven whose responsibility it would be to explore during the next year the possibilities to the broadcasting industry of a bureau of radio promotion and to report to the next convention. This suggestion, however, was not followed by the resolutions committee, and was simply referred to the board of directors.

To close the Tuesday session, J. H. DeWitt, chief engineer of WSM, Nashville, as chairman of the NAB

engineering committee, advocated technical improvements in stations before the FCC forces them. Good engineering, he said, means money in the pockets of station owners. He told of a station listed at 1,000 watts which actually radiated only 200 watts because of engineering deficiencies. Some commercial men, he explained, believe that the power listed on the rate card is what counts in selling, "but more thoughtful station owners know that clients are held by coverage results."

The Political Day

THE FINAL day's session was devoted to "resoluting and politicking". When it became known that Mr. Craig, despite his absence, had been nominated for the presidency by the official nominating committee, and that Mr. Myers was not even accorded a board post, supporters of the latter began working Tuesday night. The prime movers of the independent slate headed by Mr. Myers, were Mr. Church, generally regarded as his "campaign manager" and a close personal friend, Ed Allen as the leader of the smaller independents through NIB, and W. Wright Gedge, WMBC, Detroit, and an officer of NIB. Preparation of the NIB slate was not completed until early Wednesday morning, after an all-night siege of campaigning by its sponsors.

In addition to the substitution of Mr. Myers for Mr. Craig, the independent ticket proposed Mr. Carpenter for reelection for a three-year term on the board of directors in lieu of Mr. Patt, and, if Mr. Craig, a director, were elected to the presidency, it proposed that Herbert Hollister, of KANS, Wichita, be elected to fill his unexpired two-year term. as against Paul Morency, WTIC, Hartford, named on the official slate.

Three Other Officers Favored

PRIOR to the voting on the presidency the membership elected by acclamation the slate of three other officers, since they were the same on both the official and the independent tickets. Mr. Myers gained recognition and asked that his name be withdrawn, pointing out that on the Pacific Coast he is away from the seat of activity.

It was then that Mr. Church made the nominating speech, paying high tribute to his candidate, emphasizing that it was a logical step from the first vice presidency to the presidency, and pointing out, too, that he was an "average" broadcaster whose election would tend to balance the official slate. Mr. Gedge then gained recognition and as spokesman for the local independents, asked the election of Mr. Myers.

No speeches were made on behalf of Mr. Craig, who was not aware of the fact that his name was considered or that the nominating committee had made him their selection. There had been no campaign for him, but he had been regarded as a likely choice after last year's convention. When the ballots finally were cast on the presidency, it was found that 183 votes were cast, of which 4 were void. Myers received 107 votes against 72 for Craig. The election of Myers promptly was declared unanimous.

In the balloting for directors Mr. Carpenter lost a place on the board for the three-year term by one vote, having 59 as against 60 for Patt. A total of 111 members voted, with O'Fallon receiving 92; Wilson, 90; Allen 89; Church 87 and Patt 60. Under the rules 54 votes were necessary to elect. Mr. Russell was unopposed for the two-year term.

On the same ballot a vote was asked on the proposal to increase dues by 50%. A total of 54 voted to increase while 46 voted against. A two-thirds vote of 74 would have been necessary to amend the by-laws and enact the proposal. Thus the amendment was lost and cannot be considered again until the next annual meeting.

Score of Resolutions

IN CONSIDERING more than a score of resolutions at the closing day's session, the delegates plowed through them in rapid succession. The anti-500,000 watt resolution, offered by T. W. Symons Jr., of KFPY, Spokane, was tabled on the ground that it was improper for the association to take action on a question that affected the welfare of one branch of its membership against others. It was concluded that those opposing superpower could make their case at the reallocation hearings before the FCC in October.

Then came a series of perfunctory resolutions thanking the guest speakers for their appearances; the hotel and the local entertaining committee. Resolutions also were adopted expressing regret of the enforced absence from the convention because of illness of Edwin M. Spence, manager of WBAL, Baltimore, who suddenly became ill, and of Jim Hughes, manager of WHBF,

Resolutions Adopted by 1936 NAB Convention . . .

THREE-YEAR LICENSES

RESOLVED, That the NAB go on record as favoring the issuance of radio station licenses for a term of at least three years.

* * *

BALDWIN ACTS APPROVED

RESOLVED, That the official acts of the managing director since the 13th annual convention be and the same are hereby approved.

* * *

COPYRIGHT PER-PIECE

RESOLVED, That the Board of Directors of the NAB be directed and are instructed to carry on negotiations with copyright owners to the end that a per-piece or measured service plan be obtained.

* * *

BUREAU OF COPYRIGHT

RESOLVED, That the NAB approves of the action taken by the board of directors in respect to the Bureau of Copyright and urges the wholehearted support by all members of the program which has been described in the reports made to the membership.

* * *

AGENCY RECOGNITION BUREAU

RESOLVED, That the managing director be instructed to proceed immediately with the creation of a bureau of agency recognition in accordance with the plan approved and recommended by the Commercial Committee, with the understanding that the said bureau will be finally established only if the cost of its first year of operation is underwritten by the stations proposing to avail themselves of its service.

* * *

$10,000 FOR RESEARCH

RESOLVED, That the Committee on Radio Research for the year 1936-1937 consist of seven members appointed by the president, so as to represent the following groups, in addition to the managing director: (1) each major network contributing to the project; (2) local stations; (3) regional stations, and (4) clear channel or high powered stations.

Be it further RESOLVED that the committee be empowered to select five of its membership to represent the broadcasting industry on the Joint Committee on Radio Research.

RESOLVED, that this convention approve the activities of the NAB Radio Research Committee during the past year, and that it commend the excellent progress made by the Joint Committee on Radio Research sponsored by the NAB, Association of National Advertisers and American Association of Advertising Agencies.

RESOLVED, that the board of directors of the NAB be empowered to devote for exploratory purposes upon recommendation of the NAB Radio Research Committee the sum of $10,000, and that additional funds be devoted to the project if necessary, and if, in the opinion of the board, this can be done without impairing the financial position of the association.

SALES MANAGERS SECTION

WHEREAS, it is the sense of this convention that the interests of those attending are becoming more and more varied and

WHEREAS, there has been an ever increasing tendency toward the formation of smaller groups within the Association, and

WHEREAS, experience has proven this to be a healthy development, tending to interest a greater number of individuals in the work of the Association, and

WHEREAS, the sales promotion problems of the industry and individual stations both are becoming increasingly important

Now Therefore, Be It RESOLVED,

1. This Association favors that formation of a Sales Managers Section of the NAB, to be affiliated with the Commercial Committee.

2. This association recommends to the board of directors their approval of this project, and recommends that the board authorize the managing director to pay such incidental expenses as are necessary for postage, printing and similar items out of funds of the association.

* * *

EDUCATION AND RADIO

RESOLVED, That the NAB continue to cooperate with the FCC and educational groups in all practical efforts to study the application of education to radio.

* * *

REGIONAL AND STATE UNITS

WHEREAS, as the radio broadcasting industry continues to grow in size it becomes more and more apparent that if broadcasters are to intelligently handle their state, regional and national programs they must be organized in state, regional and national units. Such organizations will also serve to keep the rank and file better informed and give the numerous broadcasters more of a voice in the affairs of the industry.

NOW, THEREFORE, Be It Resolved, the board of directors of the NAB be and are hereby instructed to bend every effort during the year 1936-37 to foster such organizations as chapters of the NAB.

* * *

COOPERATION WITH RMA

RESOLVED, That the board of directors of the NAB be directed to solicit the cooperative assistance of the Radio Manufacturers Association and all others interested in the advancement of the radio art to foster a national educational campaign furthering a public appreciation of radio. We recommend that if the necessary cooperation and funds can be obtained that the directors consider the employment of a competent person to direct this program.

* * *

ANNUAL AWARDS

RESOLVED, That the board consider the continuance of the establishment of one or more annual NAB awards for conspicuous examples of public service rendered by American broadcasting stations.

BUREAU OF PROMOTION

RESOLVED, That the president of the NAB shall appoint a committee of not less than five nor more than seven members whose specific responsibility it shall be to explore, during the convention year 1936-1937, the possibilities to the broadcasting industry of a bureau of radio promotion, and to report its findings and recommendations at the 1937 convention. (Substitute motion referred to Board with power to act.)

* * *

PREPARE FOR CCIR

RESOLVED, That the managing director be and he hereby is authorized to take such steps as may be necessary adequately to represent the best interests of the broadcasting industry in the forthcoming conferences preparatory to the fourth meeting of the CCIR, scheduled for the spring of 1937, and in the meeting of the CCIR.

* * *

CAIRO CONFERENCE

RESOLVED, That the President be and he hereby is authorized and directed to appoint a committee of three, one of whom shall be the managing director, to determine the procedure for most effective presentation of the United States position and proposals to the next administrative international conference scheduled to be held in Cairo early in 1938.

* * *

APPRECIATION RESOLUTIONS

RESOLVED, That the NAB sincerely thanks the Hon. Judge Eugene Octave Sykes, Chairman of the Broadcast Division, FCC, for the information, practicability and usefulness of his message delivered at its 14th annual convention, and that the membership believes that his message will serve as a potent aid in assisting the licensees of American broadcasting stations to cooperate with the FCC.

* * *

RESOLVED, That the NAB hereby expresses its sincere thanks to C. H. Sandage for his contribution to the interest and value of the 14th annual convention of this Association.

* * *

RESOLVED, That the NAB hereby extends its hearty thanks to Glenn Snyder, Ralph K. Atlass, H. Leslie Atlass, H. C. Crowell, Gene T. Dyer, W. E. Hutchinson, Quin A. Ryan, F. A. Sanford, Niles Trammel and Clinton R. White of the local convention committee, for their admirable services in making the 14th annual convention an outstanding success.

* * *

RESOLVED, That the NAB hereby extends its hearty thanks to the management of the Stevens Hotel, and to Wm. P. Hennessy, director of conventions, Chicago Association of Commerce, for their splendid service in making the 14th annual convention of this Association an outstanding success; also to the management of other hotels for their courtesies in accommodating so many of our guests.

TAKE COPYRIGHT OUT OF NAB? — Managing Director Baldwin, right, expounds his views to Harry Butcher, CBS, as Arthur Church, KMBC, listens in.

PLEASED—Are Managing Director Baldwin (obscured slightly by "Broadcasting Magazine" trophy, and his capable secretary Bert Siebert (standing). At Mr. Baldwin's banquet table, left to right: Emilio Azcarraga;, NAB guest from Mexico City's XEW; C. W. Myers, KOIN-KALE, new NAB president; Mrs. Azcarraga; Mr. Baldwin; Mrs. Myers; FCC Commissioner E. O. Sykes; J. C. McNary, Washington consulting engineer.

IS IT TRUE ABOUT DIXIE? — Karl Bickel, president of Scripps-Howard's radio subsidiary, which owns WNOX, Knoxville, at left, with James C. Hanrahan, Continental vice president, talking things over with Floyd Wooten, WREC, Memphis.

FARMERS—Strong believers in stations appealing to rural audience are, left to right: W. J. Rothschild, WTAD; Ed Fellers, Chicago agency man; Lloyd Thomas, WROK; Herb Hollister, KANS; John Palmer, WCAZ; Robert Compton, WCAZ.

THESAURANS—At the NBC Thesaurus exhibit, left to right: Harold G. Nebe, WSMB; H. R. Carson, CFAC, Calgary, Alta.; P. H. Goyner, United Broadcasters Sales, Toronto; W. S. Izzard, KGMC; W. E. Hassman, KCMC; Dick Mason, WPTF; D. J. Porner, WNBH; Reginald Thomas, NBC; Lloyd Egner, NBC; James Kyler, WCMI; Frank Chizzini, NBC.

UP-MEN — Representing United Press, left to right: A. S. Andrews, Edwin Moss Williams, Jacques D'Armand.

PALS—Left to right: D. E. Kendrick, WIRE; William Rambeau; Robert Convey, KWK; Paul Raymer; Paul La Stage, WAAT.

RESEARCHERS—Proud of their recent radio census report are these statistical experts, left to right: John Karol, CBS; Herman Hettinger, NAB; Paul Peter, Joint Committee on Radio Research.

SERIOUS AND NOT SO—The serious one in the center is John Henry, KOIL-KFAB; not so serious at left are E. A. Hanover, vice president of Stromberg-Carlson, and at right Bill Fay, WHAM, general manager.

MINNEAPOLITANS—Gardner Cowles Jr., who not only heads the Iowa Broadcasting System of three stations but also publishes the Minneapolis Star, in center; at his left is Earl Gammons, WCCO, and at right K. W. Wallace, WCCO.

FAR WESTERNERS—Left to right: Cal Smith, KFAC; L. W. McDonell, KFOX; Owens Dresden, KHJ; A. J. Victor, KGFJ; Ben McGlashan, KGFJ; Dick Lewis, KTAR; Walter Biddick, Los Angeles, station representative.

IN BETWEEN—"Ike" Lounsberry, WGR-WKBW, centered between his Buffalo rivals, Ed Twamley, left, and Cliff Taylor, of WBEN

PLUG'S UDDER—D. E. Kendrick, WIRE, milks a synthetic cow at WLS Barn Dance, gets a quart bottle and takes home the mache udder to claim the NAB cow-milking championship from Joe Maland, WHO, who still asserts he challenges.

TEXANS IN REGALIA — Texas Broadcasters Association, seated, left to right: T. E. Kirksey, Fort Worth; Dick Niles, KRGV; Tilford Jones, KXYZ; Frank Smith, KXYZ; George Crane, WBAP; Martin Campbell, WFAA; R. F. Orr, KTRH; Austin Pfiel, San Antonio Chamber of Commerce. Standing left to right: Kern Tips, KPRC; H. L. Taylor, KABC; Harold Hough, WBAP; D. A. Kahn, KGKO; E. J. Roth, KONO; James A. Curtis, KFBO; R. S. Bishop, KFJT; O. L. Taylor, KGNC; F. W. Fort, KABC; Merle Tucker, Texas Centennial.

TRANSRADIO'S FACSIMILE—Herbert Moore, president of radio news service, points out details of model of Fultograph facsimile receiver in Transradio's fully equipped news room to, left to right: Harry Tresner, WNBF; Harold Gross, WJJM; Louis Wasmer, KGA-KIHQ; Judge John Kendall, Portland attorney; Robert Schulz, WDAY.

WELCOMED—To his first convention in four years, due to protracted illness, was Fritz Mueseny, manager of WTIC and onetime NAB field man.

PRECISION — George Isaac, John Blair & Co., risks all for sake of picture; Herbert Sherman, WJJD, who shot a 90 gross in golf tourney, at extreme right, fortunately didn't follow through. Looking on, left to right: James L. Reitsch, WHIO; W. R. Watson, WLS; Walter Preston, WIND; J. Carey, WIND; Ralph Atlass, WJJD WIND; Art Unruch, WJJD, Joe Allabough, WJJD; S. M. Aston, Ferguson & Aston.

Rock Island, Ill., now confined to a sanitarium in that city.

Of more than ordinary interest was the adoption of a resolution approving all of the official acts of Managing Director Baldwin since the last convention. Next came a resolution authorizing the president to appoint a committee of three, one of whom shall be the managing director to work out plans for NAB participation in the 1938 International Telecommunications Conference in Cairo; another authorizing the managing director to have the association adequately represented at the CCIR preparatory conference for Cairo in the Spring of 1937 in Europe.

When a resolution was read on creation of an agency recognition bureau, which failed last year because of lack of support from broadcasters to underwrite the initial year's cost of $16,000, Mr. Church said he was not aware of the plan to reintroduce it. He proposed an amendment under which the NAB would finance it, but this was lost and the resolution passed with the provision that no bureau would be created unless the initial year's cost is underwritten.

Favor Annual Awards

CARRIED next was a resolution that the board consider the continuance of the establishment of one or more annual awards for conspicuous examples of public service rendered by American broadcasting stations. After debate on it, led by Lambdin Kay, WSB, Atlanta, creator of the idea, the membership voted passage.

There was a spontaneous chorus of "ayes" when Resolutions Committee Chairman Gillen read a resolution that the NAB go on record as favoring the issue of three-year licenses to stations.

When the Runyon resolution, proposing that the NAB confine its activities to the development of the industry and the protection of members to fields as to which substantial unanimity of opinion exists, was read, Harry C. Butcher, Washington vice president of CBS was recognized. Supporting the motion, he said that trade associations function most efficiently in fields where there is a substantial unanimity of opinion. A trade association, he said, tends to "commit suicide" when it works for a majority against a minority. He mentioned copyright negotiations, and pointed out there was no unanimity among members, but on the creation of a copyright bureau and on legislation to check the onslaughts of copyright owners, he declared there is wholehearted agreement.

What Is Unanimity?

ED CRANEY, KGIR, Butte, following Mr. Butcher's fervent plea, argued that copyright negotiation cannot be sidetracked because of its fundamental importance. It could be done, however, he said, if the "networks would assume responsibility for music they perform at the source", and not leave affiliated stations liable. He said he could not see why copyright negotiations should be taken out of the NAB when the networks have made "deals" which affected the rest of the membership.

Fred Hart, president of KGMB, Honolulu, supported Mr. Craney, on the ground that it was impossible to describe what constitutes unanimity. Certainly the NAB should assist its members in negotiations on copyright, he said. The resolution was rejected promptly afterward.

The resolution on the Radio Research Bureau next won approval, but, on motion of Mr. Church, the resolution on exploration by a committee of the feasibility of a radio promotion bureau was referred to the board of directors with power to act, instead of instructing the president to appoint such a committee which would report at the next session.

Diametrically opposite to the Runyon resolution was one approved directing and instructing the board to carry on negotiations with copyright owners "to the end that a per-piece or measured service plan be obtained."

A cooperative campaign with the Radio Manufacturers Association and other groups interested in the advancement of radio to foster a national educational campaign to further public appreciation of radio also was adopted. Formal recognition of the formation of the sales managers section of the NAB was given in a resolution approving the project and recommending that the board authorize the NAB to pay incidental expenses necessary for postage, printing and similar items of the new section.

In a parallel resolution, the membership approved the formation of state, regional and national units within the NAB, and the board was instructed to bend every effort to foster such organizations.

Another resolution proposed by Mr. Hart that the NAB set up legal and legislative departments with divisions in each zone, to contact the FCC and Congress on legal and legislative matters, was referred to the board at Mr. Hart's request for consideration during the year. Mr. Hart's final resolution dealing with copyright, and proposing that the cost for music be passed along to advertisers, was tabled. Mr. Hart explained he offered it simply to have it read so that the membership might be aware of his views.

The membership also considered the two amendments to the constitution of the NAB proposed by Mr. Craney—one to elect directors by zones and by station classification, and the other to allocate 5% of station time for non-profit organizations. Upon motion of Mr. Butcher they were tabled until the next convention.

Independents Met Daily to Consolidate Power

KNOWING full well it held the balance of voting power in the NAB, even if its elaborate national sales plans of last year have faltered, National Independent Broadcasters Inc. held daily meetings during the convention under the leadership of President Edward A. Allen, WLVA, center foreground in white. They decided to vote as a bloc for officers, and apparently did; opposed Washington as a convention city; favored delegate rather than board selection of convention city; asked an independent from each zone on board; fixed dues at $25 per annum; authorized officers to engage technical counsel for FCC reallocation hearings Oct. 5 and elected the following officers:

Edward A. Allen, WLVA, president; Mallory Chamberlin, WNBR, vice president; W. W. Gedge, KMBC, secretary; Arthur Westlund, KRE, treasurer. Directors and alternates by zones they named as follows: John Elmer, WCBM, and William S. Pote, WMEX; Charles A. Hill, WIBM, and C. W. Hayes, WHBC; R. S. Bishop, KFJZ, and Steve Cisler, WATL; William W. Behrman, WBOW, and Sidney H. Bliss, WCLO; H. E. Studebaker, KUJ, and Rogan Jones, KVOS.

SALES MANAGERS FORM NAB GROUP

FORMATION of a Sales Managers Division of NAB "to promote the sale of broadcasting as a medium and establish a round-table discussion of all problems that confront the sales manager in his everyday routine" was effected at a meeting of about 40 commercial directors of as many stations July 7 at the NAB convention.

The executive committee will be headed by J. Buryl Lottridge, KOIL-KFAB, as chairman, Mr. Lottridge having been chiefly instrumental in promoting the new association. Other members are Jack Gross, KWKH; Humboldt Greig, KFBK; Lewis Avery, WGR-WKBW; Harry Trenner, WNBF; J. Leslie Fox, KMBC; Hale Bondurant, WHO; Clark A. Luther, WOC; C. T. Hagman, WTCN; W. J. Rothschild, WTAD; Mort Watters, WHEC. E. Y. Flanigan, WSPD, Toledo; H. M. Feltis, KOMO-KJR, Seattle, and John W. New, WTAR, Norfolk, Va., Secretary.

The group decided that the chief sales executive of any and all NAB member stations shall constitute the membership and that only one man from each station can join. The annual meetings will be held at each NAB convention, with other divisional meetings to be called and with every section to get circulars regarding every divisional meeting.

While the scope of the division has not yet been clearly defined, Mr. Lottridge said it will divide itself, roughly, into two parts. First it will endeavor, through meetings and direct mail reports to its membership, to unify and coordinate definite acceptable methods of handling national spot business, to include such matters as rates, schedules, time reservations, time availabilities, program content and actual selling methods.

The second effort will be to concentrate upon the exchange of selling ideas between member stations. This will embrace local success stories, local selling methods, merchandising, and outlines of successful campaigns.

In the immediate future, the Division will concentrate upon securing memberships from NAB member stations. There will be no different classifications as to station power. The membership drive will be conducted by mail direct to station owners or managers.

Sales Managers Organize as NAB Division

Stations - Agencies Hold Panel Discussions

Sales Problems of Industry Under Scrutiny

ALL of the problems of commercial station operation, business representation, multiple commissions and that old bogey rate-cutting that perennially arise to haunt broadcasters, received a healthy airing July 8 before the NAB convention in a panel discussion arranged, directed and presented by H. K. Carpenter, WHK, Cleveland.

Acting as interlocutor, with a hand-picked group of six broadcasters whom he called his "stooges", Mr. Carpenter plied them with questions on station operations that invaded some of the finer points of internal station sales affairs. Several agency representatives participated and there was active discussion from the floor.

The subject of sales promotion brought sharp debate. John J. Gillin Jr., WOW, Omaha, said the sales promotion problems of different classes of stations vary. He said the advertiser and the agency want factual information, and that this should include a good field intensity survey, a good listener coverage survey, and market data showing the station coverage. In this connection he called attention to the innovation of John Blair & Co., station representatives, in which they have a motion picture "running story" of the market served by the particular station. Enthusiastic over it, Mr. Gillin predicted this method will win wide acceptance because "it shows the dollars rolling in".

Department Stores

HARRY TRENNER, commercial manager of WNBF, Binghamton, N. Y., drew applause when he asserted that regional stations in their coverage claims invariably show they cover four states with a string around them, and thereby leave the local station at a disadvantage. He participated freely in practically all of the discussion and told how a local station in a small market does an effective selling job, even to the point of refusing department store business on an "institutional" basis, but finally landing it on a strictly merchandising basis, so that now all four department stores in his town are heavy radio users.

An interest-arousing issue proved to be that of outside sales personnel, with I. R. Lounsberry, of WGR-WKBW, Buffalo, answering Mr. Carpenter's queries. On station representation, Mr. Lounsberry said, the national representatives are doing a fairly good job of presenting stations and market facts to agencies, and their main effort is to get stations on the agency list when advertisers decide upon campaigns. He argued, however, that they fall down when selling in competition with the networks on spot campaigns, since they do not create program ideas or develop transcriptions. A healthy sign, he said, is that they are now coming closer to the stations they represent.

PANELER—H. K. Carpenter, WHK, as he conducts an innovation in NAB discussions, using a panel of six "stooges" to answer prepared questions. Agency men participated freely in the brisk colloquies.

National representatives, continued Mr. Lounsberry in replying to further questions of Mr. Carpenter, should be regarded as a part of the station sales staff, and they should be paid selling commissions as part of the sales expense. He argued the payment should not be from any other source. Branch offices for stations, he said, cannot be regarded as feasible, except in the cases of very large stations which can stand them financially. He pronounced himself against payment of "third commissions", declaring stations should pay only agencies and representatives, but he maintained that on transcriptions or syndicated business created by such organizations a talent charge should be paid but passed along by the station to the advertisers, and not on a commission basis.

Wm. H. Cartwright, of William G. Rambeau Co., station representatives, raised the question of whether agencies regard it proper for representatives to contact advertisers direct. To this, Osborn Bond, Joseph Katz Co., Baltimore, responded that his own agency had no objections, and he agreed that representatives first should let the agency know of such contacts to avoid any embarrassment to the representative or his station.

Mr. Bond brought out, too, that stations load down agencies with "books" in fancy covers about stations, but that usually there is very little in them of value. He asserted the agency wants to know about ownership and success stories of other advertisers, details about the wealth of the people in the market, and information generally along the line of that supplied by newspapers.

Facts Not Swank

ABOUT this time C. E. Midgley Jr., Batten, Barton, Durstine & Osborn, and Frederick C. Gamble, executive secretary of the American Association of Advertising Agencies, were called upon by Mr. Carpenter to give their views. Mr. Midgley said he wanted to board the same bandwagon as Mr. Bond in consideration of data of all stations. Agencies like to get market information on the smaller stations, he said, in the realization that the strength in the industry lies in the large number of small stations rather than the small number of large ones.

Asking that stations send any kind of data on their markets or activities regularly, Mr. Midgley also suggested that they visit the agencies at least a couple of times a year. Agencies, he declared, are not so much interested in "spiral bindings and cloth covers" as they are in fundamental data.

Mr. Gamble said that radio is heading in the right direction. It is quite easy to see, he said, why the trends do not proceed more rapidly, with the remarkable growth of the industry. Two or three years ago, he recalled, the problem was that of multiple commissions for sale, and now it seems to be no problem at all. Then he delivered his three-word message in behalf of agencies who buy spot radio time — those words being "maintain published rates".

Published Rates

PUBLISHED rates also consumed a part of the panel discussion at another point. Edgar Bill, WMBD, Peoria, was the commentator. He defined a rate card as a standard of rates to be "stuck to" by stations. Yet he declared broadcasters on the whole are rate cutters, who "break down very easily". Agencies do not want to break rates, but find themselves forced to do it when some stations offer to sell below card quotations, he asserted. Everyone loses confidence in the station when it sells below rates, he added.

As for dual rates, Mr. Bill declared that there must be a reason for them peculiar to the particular station or market. He said there is justification for a single rate in some cases, and for the dual rate in others. Asked about agency and selling commissions for talent, he said he felt this also was a two-sided question, declaring such commissions should be paid when earned.

Cash discounts, a subject agitated in recent weeks by agencies, was defended by Mr. Bill and others, and opposed by a greater number. Mr. Bill said it was a common practice in other media to allow a 2% cash discount for payment by agencies at a stipulated time. J. Buryl Lottridge of KOIL, Omaha, opposed it on the ground that it would mean additional expense in setting up an auditing system to handle them, in addition to the deduction of the discount which represents a loss. Another view advanced was that cash discounts originally were devised by mercantile companies who employed them in their turnover of goods by passing along the discount to their customers and then taking the same discount from those from whom they purchased goods.

The way the Iowa Broadcasting System does it, according to Craig Lawrence, of KSO and KRNT, is to follow the method of the Des Moines *Register-Tribune* and add 10% to the net cost of time, and then deduct the 10% if their account pays.

Selling Local Markets

HOW to sell a local market was the topic of Fred Palmer, manager of WMMN, Fairmont, W. Va. Properly trained salesmen, he said, are a requisite, with certain men perhaps specializing on certain types of accounts. One of the greatest problems, he said, is the lack of radio knowledge on the part of the prospective local accounts. He said he endeavors to educate local prospects by supplying them with all possible information and success stories from other stations, taken largely from trade publications. Local accounts, moreover, he declared, must be sold properly to avoid cancellations. In selling transcriptions for local sponsorship, he said, it is necessary to get the client into the studio for auditions. The current plan of transcription companies to send men on the road and educate stations in local transcription sales, he declared, should give impetus to closing of local transcription accounts.

Martin Campbell, of WFAA, Dallas, was interrogated on station sales personnel. The job of the sales manager, he declared, is most important and he should be a "one-man agency" of knowledge. In training salesmen, he declared, men with advertising experience should be sought. Whether salesmen should be permitted to work in any other department depends upon the station setup, Mr. Campbell asserted. At his own station, he declared, salesmen simply sell. He pronounced himself against payment of salesmen on commission on the ground that it does not inure to the best benefit of the station. For example, he said he found one instance where a commission salesman, attempted to have the advertiser place his account direct, rather than through an agency and thereby increase commissions.

Mr. Bill, on the other hand, said he found it desirable to have his salesmen double on other jobs and that it makes better salesmen of them to know something about programs and how to devise them. Earl Gluck, of WSOC, Charlotte, N. C., said he does both, using in one case an announcer as the sales-

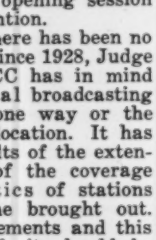
(Continued on page 59)

Next Convention

WHERE the next NAB convention will be held will be determined by the board of directors, probably at its October meeting. At that time the board will also consider demands from some sources that the convention be held either in fall or spring rather than in summer. Among the cities bidding for the convention are Baltimore, Cleveland, San Antonio, St. Paul, Los Angeles, St. Petersburg, Duluth and Honolulu.

Reallocation Hearing of FCC Is Based on Progress of Radio

Judge Sykes Tells NAB of Importance of Oct. 5 Sessions; Praises High Broadcast Standards



Judge Sykes

BROADCASTERS were urged to prepare for the informal reallocation hearings to begin before the FCC Broadcast Division Oct. 5 because of the great importance of the subject to the public, the industry and the FCC by Judge E. O. Sykes, Broadcast Division chairman, in the principal address July 6 before the opening session of the NAB convention.

Asserting that there has been no general allocation since 1928, Judge Sykes said the FCC has in mind surveying technical broadcasting before it decides one way or the other upon a reallocation. It has in its files the results of the extensive field survey of the coverage and characteristics of stations made last year, he brought out. With these improvements and this knowledge, he said, it should be possible to make improvements in the allocations.

Judge Sykes declared a number of plans have been advanced as to procedure at the hearings. One was that the FCC first should set up two or three proposed allocations and await the reaction from the industry. The second basic idea was to call a conference first and not advance any plans. The Division, he said, decided upon the latter course and will seek from stations advance information as to what improvements they construe possible, if any, in changing the 1928 allocations.

Many Plans Considered

WHILE Judge Sykes' talk was largely on technical broadcasting matters, he did pay tribute to the NAB and to Mr. Baldwin for the collaboration received in improving programs and in other work. He reviewed steps taken by the FCC to improve station operation, and concluded with the hope that every station in the country will become a member of the NAB. Excerpts from Judge Sykes' address follow:

Speaking technically, the constant effort of the Communications Commission has been to improve broadcast service to the listening public. A great step in this direction is through betterment of station broadcasting equipment. The Commission has no jurisdiction over receiving sets and can not prescribe standards for their production. I am informed, by engineers, that the transmission quality of broadcasting stations now surpasses the reception capability of a majority of broadcast receiving sets I hope and believe that the set manufacturers will improve the fidelity of receiving sets.

There have been adopted, within the last year, a number of regulations dealing with technical aspects of broadcast transmission. These are aside from the changed rules and regulations governing services outside of the conventional broadcast band. In these new regulations our desire has been to help the broadcasters help themselves. Very little complaint has been received about these new rules and we, therefore, infer, that they must be good.

Some of the greatest improvements I think are those relating to antenna design. It has been learned that the radiating system of the broadcasting station is as important as its transmitter and that though a station may have the finest modern transmitting apparatus, its job will be a poor one unless it has the proper antenna system.

Our new rule No. 131 requires broadcasters to meet certain specifications respecting antennas. This is in order to enable the broadcaster and the listening public to get the utmost available service out of his plant. Based on our survey, we believe that approximately 50% of the stations, by this improvement alone will vastly expand their radio coverage without any increase in power.

Rule No. 132 requires broadcasting stations to clean up in their transmitter rooms. This is for the safety of employees and visitors and should be most carefully followed.

By rule No. 139 we now require the installation of modulation monitors to improve the coverage and fidelity of transmission. These new rules provide a gradual improvement in broadcasting equipment and are working most satisfactorily.

Mexican Situation

I REGRET to say that we have not yet been able to reach an agreement with Mexico relating to broadcast channels. The result is that we still have interference with some of our stations. This matter is continuing to receive the consideration of the State Department and the Communications Commission and we trust that some time, some day, a satisfactory agreement may be reached.

Just a fortnight ago there was held in Washington a conference involving projected uses of channels in the very high frequency band. The conference envisages the development of such services as television, facsimile, very high frequency broadcasting, and other experimental services which you broadcasters eventually will be called upon to nurture. Outstanding men in all phases of radio and communications, including the various governmental services appeared before the Commission and presented their views. From this testimony the Commission hopes to formulate allocation plans governing future development of these new bands.

From statements made at this conference we are sure that important strides have been made in television, although perhaps it is not yet ready for general use. Facsimile seems to be well perfected and it is possible that the Commission, in the near future, may make provision for its transmission. This question, however, has not yet been settled.

I would also call your attention to the importance of your committee composed of educators and broadcasters to bring about a method of cooperation relating to the broadcast of educational and other like programs. This committee, as you know, is headed by Dr. John W. Studebaker, Commissioner of Education. It is composed of practically an equal number of leading educators and broadcasters. It is our sincere hope that a plan bringing about this cooperation may be worked out. I would, therefore, impress upon the members of that committee the importance of attending its meetings and helping to solve this question.

A good deal has been said in the past relating to the program content of some broadcasts over stations. I congratulate you upon the valuable service rendered by your diligent and efficient Managing Director, James W. Baldwin, in contacting in your behalf the Commission, the Federal Trade Commission, the Post Office Department and the Department of Agriculture upon this question. I would call your further attention to the fact that, while an alleged cure-all remedy may not be harmful if taken, it might be harmful because it prevented a patient who was sick from consulting a doctor in time to cure or alleviate his trouble.

Praises NAB Growth

IN CONCLUSION, Mr. President, I want to congratulate you, and your very efficient Managing Director, and your Association upon its growth and development and upon your splendid administration as the head of this Association. As an evidence of the value to your membership I would refer to the excellent preparation and the illuminating testimony presented by your Association in the so-called educational hearing before the Broadcast Division. A like valuable service to the country and to your Association will be presented in the hearing upon the question of proposed changes in the allocation of 1928. Also, you have grave and serious problems over which the Commission has no jurisdiction but of which we are cognizant and which we trust you may be able to satisfactorily solve.

All of these matters, in my opinion, make your Association a most important one, not only to your membership, but to the entire radio industry and to the citizenship of the country. This cooperation and collaboration among all of us is necessary in order that we may improve radio service and strive to give to all of the people the best public broadcasting service in the world. Therefore, I hope and trust, Mr. President, that ere long, every broadcaster in the United States may become a member of your Association.

RCA Opens Television

RCA's high fidelity television, demonstrated only to government officials and to a select group of broadcasters and newspapermen in the past, will be thrown open to inspection of broadcasters in September in New York, it was announced to the NAB convention July 8. I. R. Baker, chief of transmitter sales of RCA Manufacturing Co., asked that the announcement be made by the chair.

Engineers Tell Managers How to Save Money . . . . . .

THE MEN who man the transmitters, usually regarded as having no commercial acumen, sought to disprove that impression by telling NAB delegates certain engineering facts in lay language — facts intended to prove that good engineering means money in the pocket of any station. The speaker was Jack DeWitt, chief engineer of WSM, Nashville, and chairman of the NAB engineering committee.

Mr. DeWitt began by saying that his committee would "take modern engineering out of the mental red ink class to which many in the past relegated it, and show it to be the application of sound business principles to an exact science."

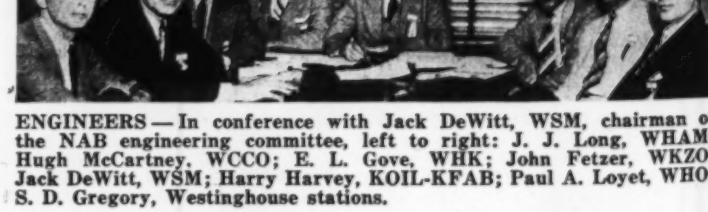
The committee, he said, for years has pointed out defects in technical operation and has attempted through its reports to help correct these matters. He agreed with Judge Sykes' statement the day before that 50% of the country's stations could improve their coverage without increasing their power.

Need of Efficiency

"WE KNOW," Mr. DeWitt, "of a station that according to its rate card is a 1,000-watt station, but because of certain engineering deficiencies radiates a signal equivalent to less than 200 watts. Now some commercial men believe that the power listed on the rate card is what counts in selling, but more thoughtful station owners know that clients are held by coverage results. It can be proved beyond any doubt that this station could hold customers much easier and could do an easier selling job if it actually delivered a good healthy 1,000 watt signal."

Mr. DeWitt then defined in layman's terms what radiation efficiency, distortion, frequency characteristic, modulation and noise level mean. He showed how important each of these items was to the economy of a station. He mentioned the FCC requirement of frequency monitors, declaring that many operators grudgingly installed these despite the fact that exact adherence to frequency has increased the coverage of many local and regional stations because of the elimination of whistles resulting from wide frequency differences. Similarly, he said, the FCC has required each station to purchase a modulation monitor.

"That which you should have done as a matter of good business," Mr. DeWitt concluded, "is being forced upon you by Commission regimentation. What station would not be willing to spend $5,000 to double its power? Yet many will object to spending less than $500 to accomplish the same result." He ended with a plea for technical improvements even before the Commission forces them.



ENGINEERS — In conference with Jack DeWitt, WSM, chairman of the NAB engineering committee, left to right: J. J. Long, WHAM; Hugh McCartney, WCCO; E. L. Gove, WHK; John Fetzer, WKZO; Jack DeWitt, WSM; Harry Harvey, KOIL-KFAB; Paul A. Loyet, WHO; S. D. Gregory, Westinghouse stations.

FCC Orders Reallocation Hearings

Oct. 5 Set for Clear Channel Applications, Power Boost Proposals; Super-Power Hearing Deferred

AFTER MANY months of uncertainty, the FCC Broadcast Division, at its final regular meeting July 2 before its summer recess, set for hearing on Oct. 5 the whole question of broadcast station reallocations. Simultaneously, it postponed indefinitely the super-power hearings on the ten pending applications for authority to use 500,000 watts power. These hearings had been set for Sept. 24.

The Broadcast Division ordered the general hearings upon the recommendation of Chief Engineer T. A. M. Craven. They are expected to last ten days. Such important questions as high power policy, duplication on clear channels and their reduction, horizontal increases in station power in the regional and local categories, and possibly the setting up of a new classification of stations in the 1500-1600 kc. band, will be considered.

The hearing, along general lines, will be fact-finding insofar as the FCC is concerned, with all classes of stations invited to present testimony. It will be after the hearings that the FCC will decide upon formulation of policies.

Reallocation Plans

ANOTHER important factor in connection with the hearings will be that of the effect of the recent repeal of the Davis Equalization Amendment upon future allocations. The Davis Amendment, which was responsible for the mooted quota system of station allocations, had been in the law since 1928. It required distribution of facilities among the five radio zones and among the states in each zone according to population on an equitable basis. With its repeal by the last Congress, the FCC has a free hand in allocations so long as it observes engineering regulations.

The hearings will parallel after a fashion those held for a two-week period from June 15 on proposed allocations in the ultra-high frequencies beyond 30,000 kc., except that they will be confined to the range between 550 and 1600 kc.

Presumably, various plans for realignment of the broadcast spectrum will be taken under advisement. There has been great sentiment for reduction in the number of clear channels from the theoretical 40 to perhaps 20 or 25, with super-power on them. Also last winter, Andrew D. Ring, FCC assistant chief engineer in charge of broadcasting, advanced the first phase of his reallocation plan to cover horizontal increases on certain of the regional channels. This was pigeonholed by the Broadcast Division.

Last month the Broadcast Division set for hearing on Sept. 24 several of the 10 pending applications for authority to use 500,000 watts on clear channels. There were protests against this on the ground that the FCC regulations, which now specify a maximum power of 50,000 watts, should be amended before individual applications for the tenfold boosts are considered. The Division heeded this sentiment, and as a consequence deferred indefinitely the super-power hearings.

The only reallocation proposal actually submitted was that offered by Mr. Ring under which there would have been a horizontal increase in power to 5,000 watts day and night (as against the present night maximum of 1,000 watts) on seven of the 40 regional channels. The remainder of the 40 regional waves would have been segregated into two classes, one with stations which would be protected to the one-half millivolt line with power of 1,000 watts at night and the other affording protection up to the 4 millivolt line with powers at night from 250 to 1,000 watts. There was considerable opposition to this plan, notably from CBS, which complained its affiliated stations would suffer severely by falling for the most part in the poorest category. The division then decided the Ring plan should be held in abeyance until the other recommendations were submitted, so that a general hearing on all phases might be set.

Local Power Boosts

EMBRACED in the preliminary reallocation plans also was a possible horizontal increase in the power of local stations from 100 to 250 watts night, and proposals to set up a new class of stations in the 1500-1600 kc. range, in which only three channels now are provided. Use of identical radiating systems was planned as a means of minimizing interference.

As part of the hearings, the FCC Engineering Division is expected to introduce the results of its far-reaching clear channel survey showing reception results of stations throughout the country, which was conducted last year. This survey, it is believed, may disclose the advisability of reducing the number of clear channels, nine of which already have been "broken down" through East-West coast duplications in violation of the existing regulations.

The pending applications for authority to use 500,000 watts, hearings on which now are indefinitely deferred, are those of WHO, KNX, WJZ, WGN, KDKA, WJR, KFI, WSM, WHAS and WBZ. Others expected to file shortly for that power include WOAI and WBBM.

The theme behind the Oct. 5 hearings is that developments since the last allocation in 1928 make desirable a realignment of the spectrum. Engineering advances, it is felt, have been such as to warrant a shifting of stations to procure maximum benefits from available facilities.

NAB on Sidelines

THE NAB will not participate in the forthcoming reallocation hearings, to begin before the FCC Broadcast Division Oct. 5, it was decided by the Association's board of directors following the NAB convention in Chicago July 6-8. The board concluded that the NAB should not participate because of the clashes of interest of NAB members, but should be on the side lines to handle any emergent situation.

'Broadcasting' Trophy Won by Wallace As NAB Competitors Display Low Scores

SHOOTING both the lowest gross (76) and net (72) on the sporty Briar Hill Country Club course in Deerfield, Ill., Ross Wallace, of the staff of WHO, Des Moines, took top honors in the NAB golf tournament Sunday and easily walked away with the BROADCASTING Magazine trophy. A close runner-up for net score was S. M. Aston, of Fergason & Aston, while five shared third place with identical net scores. One of the five was Karl Haymond, KMO, Tacoma, who won the cup last year.

Declared handicaps were eliminated in the contest this year, and the handicaps for each player were calculated by Charles Silver, club pro, on the basis of play for nine holes picked at random for each player. The score for these nine holes was multiplied by two and then subtracted from the gross score for the 18 holes to determine handicap. This, according to Mr. Silver, is accepted tourney method for players belonging to a diversity of clubs or having no club handicaps. It was accepted as a satisfactory method by practically all the participants, who preferred it to individual declarations of handicaps.

	Gross	Handicap	Net
Ross Wallace, WHO	76	4	72
S. M. Aston, Fergason & Aston	82	9	73
Joe Allabough, WJJD	84	10	74
Karl Haymond, KMO	84	10	74
Bond Geddes, RMA	88	14	74
Howard Pill, WSFA	84	10	74
Art Linick, WJJD	84	10	74
Walter Preston, WIND	92	17	75
Herbert Sherman, WIND	90	15	75
Ben S. Fisher, Washington	92	17	75
Don Mather, WIBM	90	15	75
Robert Convey, KWK	92	17	75

ROSS WALLACE

G. F. Isaac, J. Blair & Co.	98	22	76
H. R. Spence, KXRO	94	18	76
Tams Bixby, Jr., KBIX	94	18	76
William Rambeau, Chicago	96	20	76
B. Presbra, Chicago	98	22	76
Paul Harron, WPEN-WHOM	96	20	76
Gene Pack, KSL	96	20	76
Ed Fellers, Chicago	100	23	77
J. Leslie Fox, KMBC	102	25	77
Paul Raymer, New York	102	25	77
Ralph Atlass, WJJD-WIND	104	26	78
J. Carey, WIND	114	36	78
Art Croghan, WDGY	106	28	78
C. F. Phillips, WFBL	104	26	78
G. A. Hill, WIBM	104	26	78
Stanley Hubbard, KSTP	110	32	78
Harry Butcher, CBS	97	18	79
H. L. Reinsch, WHIO	112	32	80
Paul LaStayo, WAAT	112	32	80
W. R. Watson, WLS	118	36	82
D. E. Kendrick, WIRE	118	36	82
Irvin Stoll, Mich. Network	126	36	90
B. M. McClancy, NBC	136	36	100

REGIONAL CHANNEL GROUP ORGANIZED

REGIONAL channel stations formed a tentative organization at the NAB convention July 8 similar to the so-called "clear channel group", and named Walter Damm, WTMJ, Milwaukee, as chairman; Dean Fitzer, WDAF, Kansas City, as secretary, and Stanley Hubbard, KSTP, St. Paul, as treasurer. They decided to meet formally in Chicago in a few weeks to set up a regular organization, their purpose in banding together being mutual protection and preparation of the case for the regionals at the Oct. 5 reallocation hearings ordered by the FCC in Washington.

Like the clear channel group, it is proposed to engage legal and technical counsel. Among the first proposals expected to emanate from the group will be one favoring horizontal increases in regional powers from the present 1,000 watt night limit to 5,000 watts nights. Most of the regionals are now operating or seeking authority to operate with 5,000 days, which the FCC permits.

Besides the temporary officers chosen, among the sponsors of the regional channel group idea were Henry Slavick, WMC, Memphis; William J. Scripps, WWJ, Detroit; Hoyt Wooten, WREC, Memphis, Tom Symons, KFPY, Spokane and Hugh Feltis, KOMO-KJR, Seattle.

Runyon Is Promoted

CONTINUING in the post of treasurer, Mefford R. Runyon has also been elected to a CBS vice presidency, Edward Klauber, CBS executive vice president, announced July 7. Mr. Runyon, however, will have an assistant treasurer assigned to him, Wilfred H. Sigerson, new to radio and coming from the accounting field, who will have the title of senior assistant treasurer. J. M. Seward remains as assistant vice president and S. R. Dean as controller. The Runyon vice presidency is the fourth promotion in recent months, other vice presidents named being Harry C. Butcher, Washington; Herbert Akerburg, station relations, and Robert V. Thornburgh, Pacific Coast division.

PLANTER'S EDIBLE OIL Co., Suffolk, Va., is conducting a six-month series of half-hour Sunday evenings on two Yankee stations, WEAN, Providence, and WICC, Bridgeport, with pickup from WOV, New York. Petinella Adv. Co., New York, has the account.

WEBR Is Added to NBC-Blue As More Outlets Are Planned

Buffalo Station Joins Net July 15; Tentative Plans Embrace Superpower and More Stations

HAVING placed its Pacific-Blue Network in operation last Jan. 1 and linked it into the transcontinental Blue, NBC indicated its intention of further expanding its Blue and supplementaries by adding WEBR, Buffalo local, to that network effective July 15. WEBR, which operates with 100 watts nights and 250 watts days on 1310 kc., was recently purchased from H. H. Howell by *Buffalo Evening News* interests, who also own WBEN, basic NBC-Red outlet in Buffalo.

The addition of the Buffalo station to the Blue Network is one of various moves contemplated by NBC to build up that chain during the remainder of the year. First of all, by Sept. 1, the new antenna of WJZ, Blue Network key in New York, is expected to be working, improving that station's 50,000 watt signal and ready also to go to 500,000 watts if authorized by the FCC.

In addition, KDKA, Pittsburgh, operated by NBC under lease from Westinghouse, which for a number of years has been experimenting with 50,000 to 400,000 watts after midnight only, may shortly apply to the FCC for full-time operation with 500,000 watts on the same experimental basis by which WLW operates full time with 50,000 watts regular power and 450,000 watts additional experimental power.

Both WJZ and KDKA are FCC applicants for 500,000 watts, along with WBZ, Boston, a Blue outlet also operated by NBC under lease from Westinghouse. These along with seven other 500,000-watt applicants were first expected to go to hearing next September, but the hearings were indefinitely postponed by the FCC early this month when it called the general reallocation hearing Oct. 5. The 10 superpower applications, plus other clear channel applicants expected soon to file for superpower, may be considered at the Oct. 5 hearings, or afterward.

Other Plans for Blue

OTHER expansion plans of the NBC-Blue Network, some still in the contemplation stage but ready to go through the moment obstacles are removed, include:

Definite addition of WEAN, Providence, and WICC, Bridgeport, to the Blue Network as of Jan. 1, 1937, under an arrangement with John Shepard 3d, operator of those stations and of WNAC, Boston, which on Sept. 27 will join NBC-Red in lieu of WEEI, which goes CBS. [See complete story on this page.]

Addition of WNBR, Memphis, operating with 500 watts night and 1,000 day on 1430 kc., acquired with FCC approval early this month by the *Memphis Commercial Appeal*, which also operates WMC, regularly on the NBC South Central group. WMC may become basic Red when WNBR goes Blue.

Addition of WTFI, authorized earlier this month to move from Athens, Ga., into Atlanta, where WSB is the NBC outlet. WTFI operates with 500 watts on 1450 kc. Its licensee is Leonard K. Winston, who is understood to be backed by Arde Bulova, New York watch manufacturer. WSB may become basic Red when WTFI (whose call will probably be changed), goes Blue.

Addition of KGKO, Wichita Falls, operating with 250 watts night and 1,000 day on 570 kc., which recently was purchased by Amon Carter, publisher of the *Fort Worth Star-Telegram*, who still has pending before the FCC an application to move it into Fort Worth. This station will become the Blue outlet in the Fort Worth-Dallas area if and when it is moved, with the likelihood that WFAA, which shares times with Mr. Carter's WBAP, will buy out WBAP and operate that station as a basic Red outlet while KGKO goes basic Blue.

Addition of KXYZ, Houston, operating with 1,000 watts night and 5,000 day on 1440 kc., and owned by the Jesse Jones interests, which also own KPRC, the NBC Houston outlet. KPRC may become basic Red and KXYZ basic Blue.

Addition of WDSU, New Orleans, operating with 1,000 watts on 1250 kc., now an independent. In New Orleans WSMB is at present the NBC outlet, which means that it may go basic Red while WDSU goes basic Blue.

AVOIDING SUITS — To keep parade bands from playing restricted numbers on WGY, Schenectady, during the mammoth G. E. Jubilee, the WGY shortwave car flashed this sign when there was danger of restricted numbers going on the air.

FTC Stipulation

THE Federal Trade Commission announces the following stipulations with advertisers: J. W. Marrow Mfg. Co. Inc., Chicago, agrees to revise claims for Mar-O-Oil; Indo-Vin Inc., Cincinnati, agrees to change representations for Indo-Vin tonic; Health Products Corp., Newark, agrees to revise claims for Dillards Aspergum. Allura Inc., Sacramento, has been charged with unfair competition in sale of an eye lotion.

Accord on Sale of WOV to Paulists Gives CBS New York Outlet in WLWL

AN ACCORD on the sale of WOV, New York, to the Paulist Fathers, operating WLWL, New York, for $300,000, was reached July 3 after several months of heated negotiations, and likely will be consummated shortly with the signing of the purchase contract.

When the transaction is finally closed, it will be the first step in a series of frequency shifts and power changes, which will see WLWL go to CBS under a lease arrangement as a full-time 5,000 watt outlet in New York, while WOV will close down in the New York area. The new clear channel station will be on 1100 kc. This will give CBS a second outlet in New York which will be used to supplement WABC, key station of the network, and also would be available in the event CBS ever developed a second network. There is also possibility of sale of the new WLWL to CBS, it was indicated.

Approval of the WOV sale by the FCC Broadcast Division is regarded as virtually automatic, since it is known that consent was indicated beforehand. The Paulists have been militant critics of commercial broadcasting, and, among other things, sponsored legislation for an investigation of broadcasting by Congress.

How It Will Be Done

WHILE details were lacking, it was ascertained that the sales transaction had been agreed upon. If the original plans are carried out, WLWL will lease the station to CBS and procure, among other things, guaranteed time for its religious programs. WLWL now operates the equivalent of two hours daily on the 1100 kc. clear channel and has fought vigorously for several years for additional time. The channel is a clear wave assigned to WPG, Atlantic City, as the dominant station.

The lease plan is for CBS to take over the station and increase its power to 50,000 watts, paying the Paulists about $30,000 per year for five years, renewable at five-year intervals, with a provision for the lease to run as high as $60,000 after the fourth year, depending on WLWL earnings. A proposal to lease along the same lines was made to the Paulists by John Iraci, owner of WOV, but was rejected, and as a consequence he sold the station outright.

Here is the plan under which the Paulist station will become a fulltime clear channel CBS outlet, by virtue of the WOV sale:

WOV, operating limited time on 1130 kc., clear channel with 1,000 watts, sold to WLWL for $300,000 cash.

WLWL, now operating the equivalent of about one day per week on 1100 kc., clear channel with 5,000 watts, to get full time operation on that channel.

WPG, Atlantic City municipally owned station, to relinquish six-sevenths time 1100 kc. to WLWL and accept WOV facilities with 1,000 watts on 1130 kc.

KSL, Salt Lake City, 50,000 watt station, and dominant on the 1130 kc. clear channel, to consent to full-time operation by WPG on its channel.

Boston & Maine Spots

BOSTON & MAINE RAILROAD is using WNAC, WBZ and WEEI in an intensive radio and newspaper campaign to promote new low railroad rates. Spot announcements numbering more than 50 a week are broadcast from 7 a. m. to 11 at night and include WEEI weather reports and a quarter hour of the WBZ *Musical Clock*.

Shepard Planning Two Regional Nets

WNAC and WEEI Shifts Move Forward to September 27

REALIGNMENT of New England outlets of the major networks, beginning with Boston, will be effected earlier than anticipated as a result of agreements between the interested parties to shift WEEI to CBS and WNAC to NBC-Red when daylight savings time ends Sept. 27. At the same time, or at least before the end of the year, John Shepard 3d, operator of WNAC, expects to have two new regional networks in operation to replace the Yankee Network and the New England Network.

WEEI will be taken over by CBS under lease on Aug. 16 by authority of the FCC. For the first five weeks it will continue as an NBC-Red outlet, but on Sept. 27 WNAC will exchange places with it.

In the meantime, preparatory to hooking up one of his projected new New England chains with Mutual Broadcasting System, Mr. Shepard announced that on July 1 his other Boston outlet, WAAB, had formally joined MBS to take a number of its accounts.

New Regional Network

WAAB, according to Mr. Shepard's plans, will become the key station of a new regional hookup to be known as the Colonial Network, which will later hook up with MBS. Its other affiliates are expected to be WLLH, Lowell; WNBH, New Bedford; WATR, Waterbury; WTHT, new 100-watter about to be placed on the air by the *Hartford Times*, and possibly WFEA, Manchester.

With WEEI going to CBS the old New England Network collapses, just as the present Yankee Network breaks down with WNAC's defection to NBC-Red. Mr. Shepard's plans contemplate reorganizing the Yankee Network to embrace NBC affiliates and to continue it under that name for regional business. The hookup will be keyed by WNAC and will embrace WEAN, Providence; WICC, Bridgeport; WTIC, Hartford; WTAG, Worcester, and possibly WCSH, Portland. The latter three were formerly associated with WEEI in the cooperative New England Network. None of these stations, it is understood, will line up with MBS.

WEAN and WICC, both now on CBS and both operated by Shepard, will not sever their CBS connections before Jan. 1, 1937, in accordance with existing contracts, but after that date they will join the NBC-Blue Network. The complete lineup for the proposed new Yankee Network has not been finally arranged, but at the NAB convention Mr. Shepard definitely agreed with WTIC to make it one of the links.

20 to Get Mueller

C. F. MUELLER Co., Jersey City (macaroni) has started placing a series of live spot announcements on about 20 stations as far West as Chicago. It is the plan of the sponsor to stagger the use of stations, which means that the list will be constantly changing. E. W. Hellwig Co., New York, has the account.

Public Utility Industry Discovers Radio

Executives of Big Electric and Gas Companies Explain Why Air Waves Provide Them With an Ideal Medium

ELECTRIC and gas utilities have really discovered radio!

That was the outstanding conclusion of the radio roundtable held by the Public Utilities Advertising Association conference, held at Boston in connection with the convention of the Advertising Federation of America early this month.

Having found out what radio can do, utilities now are taking to the air more and more, not only individually but on an industry-wide basis. The two outstanding examples are the campaign of the American Gas Association, through its Regional Advertisers Inc. and the General Electric Co.'s *Melody Master* series on an NBC-Red network last winter, with a number of local electric companies participating.

Gathered together at the AFA session were leading advertising executives of utility companies. [A summary of some of their comments and an article on the cooperative gas campaign were printed in BROADCASTING July 1.] Enthusiastic about radio, they dissected it minutely to see what made it tick and to devise ways of using it still more effectively.

The 1936 "Better Copy" awards of the Public Utilities Advertising Association covering "Radio Advertising for All Public Utility Companies" were as follows:

Premier Award — Consolidated Edison Co. of New York Inc., New York City.

Awards of Excellence—Philadelphia Co., Pittsburgh; Rochester Gas & Electric Corp., Rochester.

In the belief that utilities, agencies and advertisers generally are deeply interested in what utility advertising executives as well as agencies think about radio, BROADCASTING herewith digests the views of a number of those who participated in the Boston roundtable. Following are condensed versions of comments at the roundtable as well as prepared speeches which were not delivered due to lack of time:

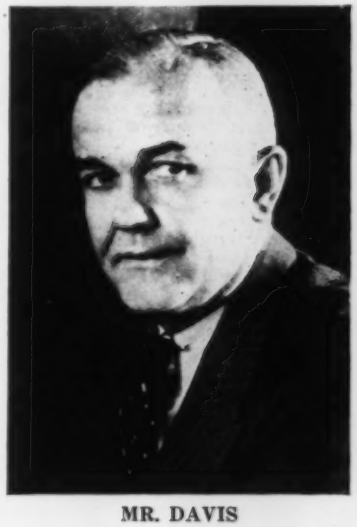
Clarence L. Davis
Vice President,
Batten, Barton, Durstine & Osborn Inc.

I THINK you might like to know why the General Electric Co. *Melody Master* program was started—why it took the particular form that it did—what we hoped it would accomplish and what actually happened.

Most of you in this room know the story of the Better Light-Better Sight movement—how it has grown from sporadic scattered effort to a national program with the participation of almost every electric utility in the country. A year ago this spring there began to be evidence of a need for some cooperative vehicle for the industry—something that would put the movement on a truly national scale. There had been plenty of the printed word about Better Light-Better Sight in magazines, newspapers, booklets, and bill enclosures by the million. It was argued that a cooperative effort introducing the persuasive qualities of the human voice should be the next forward step. And then General Electric did a very courageous thing.

Fully aware of the headaches and the heartaches in the sponsoring of any new radio program they undertook to start the ball rolling by presenting to the industry a definite plan into which individual utility properties might tie their local effort. And as if it weren't bad enough to be "daddy" of any cooperative program, they deliberately suggested a show at 11 o'clock at night when all the world is neatly tucked in bed—at least that was the opinion of some of the prospective sponsors. 11 o'clock had a couple of advantages. Time on the air cost only half as much as earlier in the evening. And networks can be split at that time of night. And someone even had the temerity to suggest that everytime you got a family to stay up to listen to an 11 o'clock show you increased lighting load.

So a program was recorded and submitted as a sample to utilities whose properties were located within the radius of the basic NBC-Red network. And if any of you think that it's differences of opinion that makes horse racing possible you ought to try to sell a cooperative program. It was swell! It was lousy! Why didn't we do this! Why didn't we do that! The 11 o'clock time was a great idea! It was a terrible idea! But back of it all was a belief that it was time for the utilities to get together—time to do a cooperative job, and so after many auditions and many discussions the *Melody Master* went on the air sponsored by approximately 43 utility properties in the area covered by 13 of the 21 stations of the basic red network of NBC.



MR. DAVIS

Those of you who listened to the entire series know that the program changed materially as it progressed. And it is a fact that a successful radio program has to be built on the air just as a Broadway play is revised, rewritten, and rebuilt many times during its try-out period.

We started with the formula of a musical group meeting each Sunday evening in the home of John Clemens, The Melody Master. An excellent small orchestra and choir provided the music and there was considerable plot and action among the characters. Very early we discovered through telephone surveys that most of the radio fans liked the music but very few of them gave a darn about the drama. So little by little drama went out and more music came in.

Curiously enough not all the world goes to bed at 11 o'clock. Our first telephone survey made in the city of Buffalo showed that 8% of all radio sets in town were tuned into the *Melody Master* program—and if you know anything about listening habits you'll know that 8% is a very significant audience. Not all communities have the same go-to-bed habits. Metropolitan New York stays up later than metropolitan Philadelphia. But upwards of 5,000 telephone calls proved two significant and interesting facts:

1. People were up and listening to their radios at 11 o'clock in every community.

2. With practically no chain competition at 11 o'clock the *Melody Master* show always got a huge percentage of the actual listeners.

Quite early in the program Carrie Jacobs Bond, author of "The End of a Perfect Day" and many other songs, appeared on the program. Her songs were sung and she recited a poem of her own composition. 3,350 listeners (and that's a lot for 13 stations) requested copies of this poem. At the end of the series when we offered a souvenir booklet of the program 4,437 listeners asked for it.

Just how was the commercial side of it handled? First there was a dramatic presentation of the Better Light-Better Sight story. A Sight Light Demonstrator was actually brought into the studio and the eyes of guest stars and others were tested then and there for the benefit of the radio audience.

This dramatic spot in the center of each program paved the way for a strictly local announcement at the end in which the local utility sponsor, through the local station announcer brought home its message to the community. This happened 26 times with an audience which surveys show was as high as 800,000 homes per broadcast.

What It Cost

PROBABLY you are interested in what the program cost. I'll give you the figures briefly. Time and talent for 26 shows, 13 stations, cost $102,697. This figure does not include promotional material, window signs, newspaper mats, and newspaper space used to advertise the program. The expense was met jointly by utilities and the Incandescent Lamp Department of General Electric, and the cost to each utility property was based as closely as possible on the actual meters covered in the broadcast area.

Surveys showed that approximately 7.7% of urban residential meters were reached throughout the network, which brings the cost per radio home reached per program to about 4 mills.

The *Melody Master* never got to be a wow. It wasn't on the air long enough for one thing, although there was evidence in the last few weeks that the audience

(*Continued on page 52*)

Television Not to Replace Broadcasting But Be Supplementary, Says Mr. Sarnoff

IN ONE of the main addresses at the AFA Boston convention, delivered on the opening day, David Sarnoff, RCA president, predicted that television will supplement rather than supplant or detract from present day broadcasting. Mr. Sarnoff, during his address, stated:

"When television broadcasting reaches the stage of commercial service, advertising will have a new medium, perhaps the most effective ever put at its command. It will be a new challenge to advertising ingenuity and a stimulus to advertising talent.

"The new medium will not supplant or detract from the importance of present day broadcasting. Rather, it will supplement this older medium of sound and add a new force to the advertisers' armament of salesmanship. Television will add little to the enjoyment of the symphony concert as it now comes by radio to your living room. Sound broadcasting will remain the basic service for the programs particularly adapted to its purposes. On the other hand, television will bring into the home much visual material—news events, drama, paintings, personalities — which sound can bring only partially or not at all.

"The benefits which have resulted from the industrial sponsorship of sound broadcasting indicate that our major television programs will come from the same source. It requires little imagination to see the advertising opportunities of television. Broadcasting an actual likeness of a product, the visual demonstration of its uses, the added effectiveness of sight to sound in carrying messages to the human mind—these are only a few of the obvious applications of television to merchandising. Commercial announcement can be expanded through television to include demonstration and informational services that will be of value to the public as well as to the advertiser.

"Television is now in the ear-

(*Continued on page 55*)

Pacific Radio Group Organizes To Boost Status of the Medium

Seeks Greater Place on Coast Advertising Session; Radio's Creative Achievements Praised by Gerber

(By Special Correspondent)

SEATTLE, July 9 — With more than a thousand attending, the annual convention of the Pacific Coast Advertising Clubs Association held here July 6-9 included a radio departmental but radio-minded delegates decided that the medium had not done its part in telling its story to the convention and an organization was formed to promote broadcasting at the 1937 session.

Heading this group is Henry Jackson, of KFRC, San Francisco. Other members are George Chandler, CJOR, Vancouver; Loren B. Stone, KIRO, Seattle; Ed Jansen, KVI, Tacoma; W. Carey Jennings, KGW, Portland; Carleton Coveny, KJBS, San Francisco; Sidney Dixon, NBC, Hollywood; Tom Symons, KFPY, Spokane; E. B. McClatchey, KSL, Salt Lake City; Roger Houston, KGB, San Diego; Brick Miller, KTAR, Phoenix; Howard Lane.

The organization is to build a schedule of departmental meetings on radio "that will put it on its rightful basis of equality with other major media."

Doing a Good Job

OF ALL MEDIA, radio has done the best creative job in the developing of new accounts, declared Joseph R. Gerber, president of Gerber & Crossley Inc., Portland, Ore., agency. He deplored lack of development work on the part of most media. Advertising agencies themselves are doing only a fair job, he said.

"Our newest medium, radio, had to find a place for itself, and has probably employed more advertising salesmen that knew less about advertising than any other medium ever employed. But they knew more than the prospects they called on. And knowing more than the dog, after all, is the first law in teaching the dog new tricks.

"The result has been that radio advertising is tremendously sold to a great number of advertisers today. Radio, I will say, has done a fine job of creative selling."

Radio Departmental

TELLING the story of how Golden State Dairy Products Co., San Francisco, built *Golden State of the Morning Air*, a morning quarter-hour program broadcast twice weekly over KPO, San Francisco, to the largest mail-puller on that station in the comparatively short period of less than one year, Nathan Danziger, general sales promotion and advertising manager of Golden State, gave an informative discussion of the value of proper use of radio's morning hours. Golden State's program, first built around the character of Joan Andrews and *Golden State Menu Flashes*, a series of menus offered to housewives through the radio program supplemented by newspapers and bottle collars, was thoroughly merchandised to the trade both before the program took to the air and during its tenure of the air. Mr. Danziger told then of the injection of new features into the program. The organization of the California Women's Menu Flash Guild and the offer of a diploma to housewives sending in recipes for use in *Menu Flashes*. Then the introduction of Henry Ames Abbott, world traveller, who gave authentic descriptions of trips to interesting parts of the world, describing foods and diets in those places.

Of particular interest was the response of San Francisco housewives to this program, broadcast only two mornings each week at 10 o'clock in the morning, the mail reaching a volume of 2,856 letters in one day.

Mr. Danziger was followed by Sidney Dixon, sales manager, Hollywood, with a talk on "Radio Advertisers Guest List". Other talks were given by H. J. Quilliam, general manager, KIRO, Seattle, on the "Independent Radio Station's Picture"; Ben Tipp, Seattle jeweler, on "My Experience in Selling Diamonds by Radio"; Herbert Poole, Seattle radio dealer, on "Selling Radios by Radio".

These rather serious discussions of radio advertising were followed by a series of skits, "So This Is Heaven", produced by KOMO-KJR aided by other Seattle stations.

Mr. Dixon said in part: "It is my belief, backed by a number of years experience in broadcasting, that if a program is good advertising, it is good entertainment. The two must go together. However, I am not denying that it is possible to present a program of wonderful entertainment, which would be very bad advertising for a particular advertiser.

"The days in radio are numbered when an advertiser can tack a commercial announcement onto a poorly produced program and expect the radio audience to take him seriously. At least, they are numbered for the man who wants to continue to enter the American home with this type of program to put over his advertising message. You, both the radio advertiser and the radio operator, have educated the radio listening audience to the point where they are no longer satisfied to hear a national celebrity come on the air and say, 'Hello friends' and nothing else. The radio audience has been educated by you to the point where they are no longer excited with novelties either mechanical or vocal. They make up their guest list from the radio programs presented which they have found worthy of inviting into their living room and their family circle.

"Both radio broadcasters and the advertising profession must think of the future. Radio men must continue to discharge their obligation to the American people by presenting good, clean programs. Responsibility for protecting the public interest will continue to rest upon the shoulders of the broadcasters. The broadcasters in turn must look to the advertisers and ask their cooperation in the discharge of this duty.

Some Ingenuity Needed

"RADIO men, advertisers and advertising agencies must use as much ingenuity and imagination in developing the entertainment part of their program as has been used in the past in developing newspaper, poster and magazine copy. Remember, the type of program you present and the advance thought and preparation that you give to it, determines to a great extent, whether or not you and your sales message receive regular weekly listings on the advertiser's guest list in the homes of Mr. and Mrs. America."

Selection of Salt Lake City as the scene of next year's convention and election of next year's officers was carried out at the general business session on the final day. Lou E. Townsend, advertising manager of the Bank of America, with headquarters in San Francisco, was elected president. Other officers: Mary McDonald, Tacoma, vice president at large, in charge of women's and junior affairs; Louis R. Koch, Foster & Kleiser, Long Beach, Calif., senior vice president; James Lightbody, publicity manager, British Columbia Electric Railway Co., Vancouver, B. C., vice president, District No. 1; Ed Thomas, *Salem Statesmen*, Salem, Ore., vice president, District No. 3; Maurice Penter, assistant manager, *Union Tribune*, San Diego, vice president, District No. 5; Charles Pritchard, San Francisco, vice president, District No. 5, and C. K. Graham, Spokane, vice president, District No. 2, holdover for another year.

BELOW—Charles Bulotti Jr., Don Lee director of program operations, dons diving suit and microphone for a trip below the surface to view submarine gardens off Catalina Island. Capt. Tinch, diver, is fixing him up for the descent. On July 11 Ted Bliss, KHJ announcer, went on CBS at the same spot for a sub-surface broadcast. He was accompanied by Capt. Tinch.

Transfer of KNX, Los Angeles To CBS To Get FCC Approval

Sale at Record Figure of $1,250,000 Seen Okehed And Program Violation Charges to Be Dropped

OWNERSHIP OF KNX, Los Angeles 50,000 watter, will pass from Western Broadcasting Co. to CBS with the expected approval by the FCC Broadcast Division of the record $1,250,000 station sale. The Division planned a special meeting on July 14 or 15 to consider the case.

Approval of the transfer will come coincident with an FCC decision renewing the KNX license which had been in temporary status since last year because of alleged commercial program violations by the station under its present management. The Broadcast Division will approve renewal on the basis of additional testimony given by Guy C. Earl at a hearing June 29. At the same time a second hearing was held on the terms of the transaction.

When CBS programs will begin on KNX has not yet been definitely determined, since the network is contracted for service to the Don Lee Broadcasting System until Dec. 27. It is possible that the change in service will begin prior to that time.

Rogers Named Manager

MEANWHILE, Donald Thornburgh, new CBS vice president in charge of Pacific Coast activities, took up his new duties in Los Angeles, arriving on July 4. One of his first announcements will be that Naylor Rogers, vice president and general manager of KNX, will remain in the managerial capacity at KNX. Simultaneously, it was learned that Philip G. Lasky, general manager of KSFO, San Francisco, which will become a CBS outlet in lieu of the Don Lee owned KFRC, will remain as general manager of that station.

At the June 29 hearing, Mr. Earl, Edward Klauber, executive vice president of CBS, and Mefford R. Runyon, CBS treasurer and vice president, testified concerning the station sale. Mr. Earl also testified on the KNX license renewal with respect to so-called medical and other programs against which there had been complaint. He brought out that virtually all of the accounts against which complaints had been made had been dropped. The Commission had set the renewal matter for rehearing along with the original hearing on the transfer of license.

Among other things, Mr. Earl brought out that five of the accounts in the original group against which complaint had been levied were still being broadcast over the station. In each case, however, he brought out that all of them were investigated by the Federal Trade Commission, Post Office Department or Better Business Bureau and given the sanction of one or more of these organizations. He brought out that in several instances stipulations had been entered into with the Trade Commission by the advertisers.

Mr. Earl said Western Broadcasting Co., licensee of KNX, was owned primarily by himself. Other stockholders included Paul Hoffman, president of the Studebaker Motor Car Co., Edward Earl, a relative, and Naylor Rogers, station manager.

Exhibits were introduced to show that KNX has earned a profit practically since Mr. Earl operated it beginning in 1925. In 1935, the profits were approximately $138,000 and Mr. Earl esti-

(Continued on page 44)

A Spot to Cultivate--The Pacific Coast

Only 10% of West Coast's Spot Business Gets Across The Rockies, Although Bookings Are Increasing

By LINDSEY SPIGHT
Vice President and Pacific Coast Manager
John Blair & Company

THEY have weather and spots out West. Lindsey Spight, who has the usual nose for spots that marks the successful rep, sees business everywhere, but not much that will get beyond the regional classification. Something ought to be done about the situation, thinks Mr. Spight, so he has bared his files for the benefit of those who like to do things about situations when they arise.

SOME $900,000 national and regional spot business originated on the Pacific Coast in the past year. This fairly respectable total, amounting to about 5% of the national volume, represents a gain of at least 30% over the preceding year. Furthermore, the immediate outlook is even brighter for the fall of 1936 and 1937.

There is only one catch in this optimistic outlook. Little more than 10% of this business is placed on stations East of the Rocky Mountains. In other words, the great bulk of Far Western business is regional rather than national in scope. When we consider that more than three-and-a-half-million dollars space in national magazines was used by Pacific Coast advertisers in 1935 and hardly $100,000 spot radio on Eastern stations, it is time that some of us making our living from this field, analyze the situation to find out why.

Here a Spot, There a Spot

THE COAST'S truly national accounts, the big magazine users, haven't used enough spot radio, figuratively speaking, to pay a week's power bill on a 50 kilowatt transmitter. Sunkist, handled by the Los Angeles office of Lord & Thomas, has been an occasional exception. With the big Valencia orange crop last summer, they used a spot announcement campaign in about 20 major markets of the East early last fall. As a possibility for extending the use of this medium this year, they also tested two transcription programs; one on a station in the Midwest and one in the East. The outlook for more Sunkist activity this year, however, is not good. For one thing the crop is smaller.

Del Monte, handled by the San Francisco office of McCann-Erickson, has only used spot radio once in its entire advertising experience. That was the *True Stories of the Sea* series of night quarter-hour transcriptions twice per week in the spring of 1934. This was for canned salmon of which Del Monte's subsidiary, Alaska Packers, has three different trade marks. Here was a case where a uniform program, but with different commercials, was used in selling three different brands of salmon.

Some of our other accounts falling in this classification of major national media users are: Hawaiian Pineapple, N. W. Ayer & Son, San Francisco; Van Camp Sea Food (Chicken of the Sea and White Star Tuna), Emil Brisacher & Staff, San Francisco; Southern Pacific, Lord & Thomas, San Francisco; Duarte and its new cosmetic, Creme of Milk, Howard Williams, San Francisco; All Year Club, Lord & Thomas, Los Angeles; Californian's Inc., Lord & Thomas, San Francisco; Clorox, Erwin Wasey & Co., San Francisco; S.O.S. and the Walnut Growers Association, McCann-Erickson, San Francisco; Salmon Industry Campaign, J. Walter Thompson Co., Seattle; Jantzen, Botsford, Constantine & Gardner, Portland; Calo Dog Food, Emil Brisacher & Staff, San Francisco; Iron Fireman, Gerber & Crossley, Portland; and Libby's Pineapple Juice, J. Walter Thompson, San Francisco.

It's a fine list of prospects and we native advertising men out here are very proud of their success in national markets, but to date the combined spot radio commissions from all these accounts hasn't been enough to pay the traveling expenses of the national station representatives who maintain offices on the Coast.

A more consistent source of spot business and in some respects a better list of immediate prospects are those firms with only partial or spotty national distribution. From this list comes most of the $100,000 spot billing on Eastern stations this past year, ended July 1, 1936. Alaska Pacific Salmon (Skinner & Eddy), Gardner Nurseries, Washington Boxed Apples, Northwest boxed pears, Mapleine and Carnation Albers, all out of Seattle. Los Angeles has Tree Sweet Orange Juice, White King Soap, Bireley's Orange Juice, Strasska Toothpaste, Dr. Ross Dog Food, Green Spot Orange Juice, McCloskey Varnish and the Hemphill Diesel Engine School. Headquarters of the Knox Co. (Cystex) is also in Los Angeles. San Francisco has Hills Bros. and M. J. B. Coffee, Cardinet Candy, and Tea Garden products in this classification.

Occasional Users

THERE is also another small list of accounts, by no means complete, which contributes occasional spot billing to the Coast's total volume. This includes D'Arrigo Bros., the Rosicrucion Order, Sunsweet Prunes and the Barron Gray Packing Co. (Eveready Fruit Cocktail) all of San Jose; Breast O'Chicken Tuna from San Diego and the Ward Refrigerator Co., and the Townsend Plan Promotion out of Los Angeles.

The above list of accounts produces almost the entire volume of Eastern station spot business and contributes a generous share to stations in the 11 Western states. However, the great bulk of regional spot business is from Western firms.

Standard Oil Co. of California is starting its fourth year of dominant use of time signals on leading Western stations. Richfield Oil Co. has found the *Jimmy Allen* transcriptions a real producer of sales. Associated Oil Co. sponsors direct from the field and occasional wire report broadcasts of amateur sports.

SPIGHT WORK—Here is the author consulting a well-known encyclopedia of broadcast advertising.

General Mills and its Western subsidiary, Sperry Flour Co., has had *Jack Armstrong* transcriptions and baseball broadcasts in all the major Pacific Coast markets. This business is placed by the Westco Agency of San Francisco. General Brewing (Lucky Lager) is using time signals, Safeway Stores has recorded dramatized announcements, and other regional accounts such as Roman Meal, O. M. Laboratories, Moon Glow Cosmetics and Wilson and George Meyer use announcements, participating programs and occasional live talent shows.

It it rather interesting to learn where this business originates from a geographical standpoint. If you take 65% as coming from the San Francisco Bay district, 25% from Los Angeles, and 10% from the Pacific Northwest, you won't be far wrong. Los Angeles and Seattle each contribute more Eastern spot business than San Francisco, but San Francisco's big regional accounts more than make up the difference. As a check on these percentages, NBC's actual Pacific Coast billing (regional chain business) for the first quarter of 1936 showed 62% from San Francisco, 32.7% from Los Angeles, and 5.3% from the Northwest.

This Pacific Coast country is an interesting spot to work in. We have to travel a lot from Seattle to San Jose to get our business and most of it comes in small chunks, but we call each other by our first names, most of us are good friends as well as business associates, and we believe that there will be more business next year than this, ad infinitum. Oh yes, and there's the climate. If you don't believe it, come out and see for yourself. But don't expect to make expenses on the business you will pick up while out here.

Scope Is Indicated By Trans-American

Reiter & Jaeger, Chicago Rep Firm, Acquired, Says Clark

AS THE first step in its project to engage in an all-purpose broadcasting business, Trans-American Broadcasting & Television Corp. announced July 6 its acquisition of the station representation organization of Reiter & Jaeger, Chicago. The announcement was made by John L. Clark, president of Trans-American, at the NAB convention.

Trans-American, it was disclosed, will enter the station representation and associated fields on a substantial scale. In addition it proposes to engage in program producing, selling and transcribing, as well as station management and operation. The company, according to Mr. Clark, has financial backing amounting to $2,000,000. No formal announcement yet has been made of its backers or scope of activity, however, beyond the purchase of the Reiter organization.

With the acquisition of the representation firm, which heretofore has functioned only in Chicago, Mr. Clark announced that Virgil Reiter will be transferred to New York to handle Trans-American representation. Offices are at 521 Fifth Ave., New York. C. P. Jaeger, he said, will continue as head of the Chicago office at 333 N. Michigan Ave. In the Chicago area the company has handled time placements for WCAU, Philadelphia, WHAM, Rochester, and WIBX, Utica, and formerly represented WLW.

Possible Disc Service

FORMATION of Trans-American was announced last month by Mr. Clark, but details of the organization were not disclosed. It is known that the company has been in negotiation with Associated Music Publishers Inc. in connection with possible representation and sale of its transcription library service and also with regard to possible arrangements for transcription recordings.

Several station owners, it has been indicated, are identified with the company but their names will not be revealed until later. E. J. Rosenberg, formerly general manager of the Society of European Stage Authors & Composers, has been made executive vice president of Trans-American, with Sol A. Rosenblatt, former NRA division administrator in charge of the radio code, as counsel. After the NAB convention Mr. Rosenblatt departed for Los Angeles on an undisclosed mission while Mr. Clark returned to New York.

TED HUSING, chief CBS announcer, and H. V. Kaltenborn, CBS political commentator, are both in Europe this summer on vacations, and both are scheduled for special relay broadcasts.

Blackett Heads GOP Public Relations; KirchhoferAppointedPublicityDirector

Mr. Blackett

TWO publicity directorships — both significant in their bearing upon the prospective use of paid radio time during the presidential campaign — were made by Chairman John D. Hamilton of the Republican National Committee in Chicago July 3 and were exclusively reported in the first daily convention issue of BROADCASTING. They were later verified, on July 8 and 9, by Mr. Hamilton in releases to the press.

The first was the naming of Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago advertising agency, as director of public relations in charge of radio, paid advertising copy in publications and newsreels. The other was the selection of Alfred H. Kirchhofer, managing editor of the *Buffalo Evening News*, as publicity director in charge of news releases and other campaign matter.

Both men have been prominently identified with radio, Mr. Blackett as head of the agency placing the largest volume of radio business during the last two years and Mr. Kirchhofer as directing head of his newspaper's station WBEN. The *Buffalo Evening News*, incidentally, also on July 2 acquired WEBR, Buffalo local, largely through Mr. Kirchhofer's efforts, that station on July 15 being scheduled to join the NBC-Blue network.

Entertains Broadcasters

THAT their duties will somewhat overlap, is regarded as likely, but both have the full confidence of Chairman Hamilton and Gov. Landon, the G.O.P. nominee. Mr. Blackett has been a confidante of Mr. Landon's for many years, and during the pre-convention campaign was largely instrumental in coaching Gov. Landon as a radio speaker, having sent one of his experts to Topeka to work with Landon.

Mr. Kirchhofer handled publicity for Herbert Hoover in the 1928 campaign. His appointment is believed to have been suggested by Roy Roberts, managing editor of the *Kansas City Star*, a college mate of Landon's, and a former fellow Washington correspondent and Gridiron Club member with Mr. Kirchhofer. Mr. Roberts' newspaper, operator of WDAF, was one of the original sponsors of the Landon boom.

During the NAB convention in Chicago on July 8 Mr. Blackett was host to about 100 station owners and managers at a dinner in the Racquet Club there, the invitees having been called together through their representatives by Robert Barrett, of the radio division of the Blackett-Sample-Hummert agency. Mr. Blackett spoke shortly, advocating complete freedom of speech on the radio and later advising a representative of BROADCASTING that he saw no reason why the networks should be criticized for placing the Communists on the air.

Earlier assurances have been received from Gov. Landon, as from President Roosevelt, that he favors freedom of the radio and believes the American system of free, competitive enterprise was the best.

After Gov. Landon's notification speech on the combined networks July 23, both the networks and stations will begin charging regular commercial rates for all political broadcasts, affording the candidates and their spokesmen an "equal opportunity" to utilize their facilities in accordance with the radio law. Despite Mr. Blackett's appointment, it is not expected that either his agency or any other will place the Republicans' radio accounts but rather that these will be handled direct with stations and networks.

Both Republicans and Democrats, according to advance reports, expect to make unprecedented use of radio during this campaign, each spending perhaps $1,000,000 for network, transcription and spot time as against approximately $500,000 which each spent in 1932. Republican radio headquarters will be located in the Railway Exchange Bldg., Chicago, with Mr. Blackett in charge, and with offices also in New York and Washington.

William B. Dolph, director of radio for the Democratic National Committee, who is also manager of WOL, Washington, announces that he will maintain his headquarters in Washington, with Robert Berger, at one time with NBC and later with Carl Byoir & Associates, publicity counsel, as head of the New York office in the Biltmore Hotel.

NEW CHIEF NAMES G.O.P. RADIO STAFF

THE FIRST radio appointment made by Hill Blackett, president of Blackett-Sample-Hummert Inc., Chicago agency, and newly appointed director of public relations of the Republican National Committee, was that of Theodore F. Allen as head of the radio division of Eastern headquarters at 1 E. 57th St., New York. Mr. Allen, formerly on the sales staff of NBC, has been serving as radio head of the publicity offices of the G. O. P. in Washington.

With Mr. Allen's appointment, Thomas G. Sabin and John Elwood are to be transferred to Chicago headquarters in the Railway Exchange Bldg. under the direct supervision of Mr. Blackett, according to telegraphic advices to BROADCASTING from Mr. Blackett. Mr. Sabin since last July has been radio director of the committee and Mr. Elwood has been Eastern program manager, the former dividing his time between Washington and New York and the latter being stationed in New York. Mr. Sabin formerly was on the NBC sales staff in Boston, and Mr. Elwood, a nephew of Owen D. Young, is a former NBC vice president.

Mr. Blackett also announced that Fred R. Kerman, Landon's publicity director in the Western headquarters during the preconvention campaign, would hereafter act as his assistant. Harry J. Brown, Washington correspondent of the *Providence Journal*, has been named assistant to Mr. Kirchhofer.

Col. Frank Knox Lauds Radio

NOT ONLY do the party platforms of both the Democrats and Republicans declare themselves favorable to the maintenance of freedom of the radio along with the press, but President Roosevelt and Candidate Alf Landon have expressed themselves unequivocally in favor of a free radio, as reported in previous issues of BROADCASTING.

Freedom of the radio, to the broadcasting industry, means more than free speech—it means also the maintenance of radio as a free competitive American enterprise — and thus the new reassurances that come to us in a letter from Col. Frank Knox, Republican vice presidential candidate and publisher of the *Chicago Daily News*, are further heartening to the broadcasting industry.

In the light of President Roosevelt's message to the NAB convention sent through BROADCASTING [see July 1 issue] and the words of confidence in the broadcasters expressed previously by Gov. Landon, and last week by Hill Blackett as Gov. Landon's director of public relations in charge of radio, the following highly laudatory message from Col. Knox in reply to an inquiry from BROADCASTING is particularly significant:

"I am very happy to avail myself of your kind invitation to express my appreciation publicly of the splendid work performed by the broadcasters both before and during the Republican National Convention. I mean to include in my appreciation the many courtesies shown me in the preconvention campaign in all sections of the country by those who were associated with me in broadcasting my own speeches. I have in my own files many testimonials from the listeners-in which afford ample evidence of the successful work done by the broadcasting industry in bringing to the great American public the important political speeches and events throughout the nation.

"In my opinion the broadcasting industry is now about to perform the most stupendous job of political broadcasting yet attempted. During the next few months speakers on behalf of all parties, including the candidates themselves, will be repeatedly before the radio public through the medium of radio broadcasting. In this respect the industry is serving a national educational purpose and contributing much to the American method of solving the national problems through the medium of verbal contact.

"The Republican platform upon which Governor Landon and I stand has again reiterated the fundamentals expressed in the Constitution itself, that no people are free who do not enjoy the right of public assembly, of free speech and of free press. It is the duty of the press and all other mediums of public expression, including the radio industry, to protect their own rights in these respects in order that the people themselves may intelligently protect their own liberties guaranteed them by the same document."

H. Preston Peters Buys Rep Interest

Purchases Holdings With Free; Firm Name Will Be Changed

COINCIDENT with the disclosure that H. Preston Peters, vice president of Free & Sleininger Inc., and Free, Johns & Field Inc., radio station representatives, has become a substantial stockholder in the two firms, it was learned authoritatively July 9 that the name of the former firm will be changed to Free & Peters Inc.

While no formal statement was made, it was indicated that the change will take place this fall. Mr. Peters for several years has been vice president in charge of the New York office of both of the organizations, which represent different lists of stations.

Mr. Peters, it was learned, has acquired a substantial stock interest in the organization. Thus, along with James L. Free, president of both companies, he is the only active stockholder in the management of the business.

Clifford Sleininger, one of the founders of the firm, left the organization several months ago and established a station representative business of his own under the name Sleininger Inc.

Coast Expansion

LAST MONTH Mr. Free, as president of both concerns, announced the reorganization of the Pacific Coast setup which gives the two firms their own offices on the Coast. John Livingston, formerly of the Chicago office, as sales promotion manager, has established headquarters at 111 Sutter St., San Francisco. He has been on the West Coast for the last three months completing arrangements for the office.

Mr. Livingston is in direct charge of the Pacific Coast operations but both organizations will continue to be represented in Los Angeles by the Walter Biddick Co. with whom Mr. Livingston will work closely.

In announcing the new offices, Mr. Free said he had felt for some time that the Coast area should be productive of more spot business. Mr. Livingston at one time sold Baldwin locomotives in Europe, and afterward for five years was on the advertising staff of the *Saturday Evening Post*. He left the Curtis Publishing Co. to join Free & Sleininger four years ago.

First Political Buy

FIRST purchases of radio time for political purposes on a network are reported from New York where the state Republican Committee, through Brooke, Smith & French Inc., New York agency, has contracted with NBC for a special hookup of New York stations for eight weeks. Broadcasts will be heard Mondays, starting Aug. 3, from 10:30 to 10:45 p. m. Programs will be keyed from WEAF and fed to WHAM, Rochester; WGY, Schenectady, WSYR, Syracuse, and WBEN, Buffalo.

GRAHAM McNAMEE, NBC announcer and the original *Talking Reporter* of the newsreel, has just signed his third long-term contract with Universal Newsreel.

Total Time Sales of Stations Are Estimated Near 48 Million

C. H. Sandage, of Census Bureau, Gives Data for Nation Based on Returns Covering 90% of Industry

A STATISTICAL picture of the broadcasting industry as it stacked up last year, showing revenue from the direct sale of time by stations, employment figures, breakdowns of revenue from networks, national spot and local sales and other pertinent data was given the NAB convention July 7 by C. H. Sandage, chief, Division of Communication, Bureau of the Census.

While unable to give the official results for the country as a whole, Mr. Sandage supplied information covering 90% of the industry, based on responses to questionnaires from stations. All but four stations now have responded to the questionnaires, and within a fortnight he expected that final information would be available. Moreover, no information has been released on receipts of networks.

Local Advertising

THE results of returns from 517 commercial stations, or 90% of the total, redeclared, showed net revenue from direct sale of time plus the sums received from networks, of $47,957,501. This represents net time sales, or gross billings after time and quantity discounts had been deducted. The breakdown shows that of this aggregate, about half or $24,000,000 was received from local advertising. Of the remainder almost one-half was derived from national and regional spot advertising, and an equal amount from networks as payment for carrying network commercials. The network revenue for these 517 stations amounted to $11,920,643. Total non-network time sales amounted to $36,036,958, which was $308,465 less than the estimate of station times sales for 1935 made by Dr. Herman Hettinger, NAB research advisor.

"The breakdown of broadcast station revenue clearly indicates that local advertising was the backbone of their 1935 business," Mr. Sandage said. He pointed out that the importance of local advertising, however, varies by geographical areas.

Respecting employment and payrolls, Mr. Sandage said:

"Employment data for broadcast stations outside Illinois and Louisiana show that an average of 11,446 persons were employed in 1935. They received an annual pay roll of $18,972,845. More than 90% of this sum was paid to full-time employees. The total payroll amounted to more than 40 percent of the advertising revenue of those stations.

"Employment and payroll figures include only those persons in the direct employ of broadcast stations. Many persons appearing before the microphone are employed and paid by the advertisers and by networks. The latter are to be shown separately, in our final report as network personnel. Direct employees of advertisers are not reported.

"A more detailed analysis of employment for a representative week shows that station talent, including artists and announcers, make up the largest number of employees and receive a greater portion of the annual payroll than any other functional group. Station technicians are second, both in number and payroll."

Regional Sales

TOTAL receipts of 63 broadcast stations in the West North-Central States, from sale of radio time during the year 1935, amounted to $5,689,765, the U. S. Census Bureau announced in its seventh report of the new Census of Business series on the broadcasting business.

The report covers all broadcast stations in the seven West North-Central States which sold time during 1935, except one small station in Nebraska. It includes 14 stations in Missouri, 10 in Nebraska, 10 in Iowa, 9 in Kansas, 8 in Minnesota, 6 in North Dakota, and 6 in South Dakota.

More than one-half (54.4%) of the time sales of stations in the seven states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

More than one-third (37.5%) of the total time sales in this geographic division is accounted for by the 14 stations in Missouri. This state led all others with sales of $2,133,105, of which $1,274,552 (59.8%) was local advertising. Iowa was second with $1,172,235, of which $426,557 (or 36.4%) was local advertising. Thus Missouri and Iowa stations together accounted for 58.1% of the total time sales of stations in the seven states.

Revenue as reported by the stations is the net billings for advertising time on the air, including the stations' proportion of network billings. It is computed after deducting quantity and time discounts. The 63 West North-Central stations employed a total of 1,593 persons (monthly average) with an annual pay roll in 1935 of $2,153,268. More than 92% of this was paid to full-time employes.

The monthly fluctuation in station employment in 1935 ranged from 1,507 persons in January to 1,773 persons in December. The larger number of employes in the last few months was partly because of the opening of four new stations during the year. Monthly employment figures indicate a gradual increase in number of persons employed through the year, with the exception of the months of July and August.

South Atlantic Area

TOTAL receipts of 63 broadcast stations in the South Atlantic States, from sale of radio time during the year 1935, amounted to $4,505,167.

The report covers all broadcast stations in the nine South Atlantic States which sold time during 1935, except one small station in Georgia. It includes 2 stations in Delaware, 4 in the District of Columbia, 10 in Florida, 11 in Georgia, 6 in Maryland, 9 in North Carolina, 5 in South Carolina, 10 in Virginia, and 6 in West Virginia.

More than one-half (55.6%) of the time sales of stations in the nine states was derived from local advertisers. The remainder was received from national and regional advertisers who purchased time directly from the stations, and from national and regional networks as payment for network commercial programs carried by the stations.

Lafount Joins WBS

Mr. Lafount

HAROLD A. LAFOUNT, who served five years on the old Federal Radio Commission, on July 1 was appointed Washington representative of World Broadcasting System, specializing on political accounts and government business. Percy L. Deutsch, WBS president, in announcing the appointment, stated that Mr. Lafount will continue his private activities in addition to his WBS representation, making his headquarters at the Wardman Park Hotel, Washington.

REVENUE FROM SALE OF TIME

Area	No. Sta.	Total	Nat'l and Reg. Adv.[1]	Local Adv.[2]
WEST NORTH-CENTRAL	63	$5,689,765	$2,595,571	$3,094,194
		100%	45.62%	54.38%
Iowa	10	1,172,235	745,678	426,557
Kansas	9	381,830	172,864	208,966
Minnesota	8	1,106,738	364,621	742,117
Missouri	14	2,133,105	858,553	1,274,552
Nebraska	10	509,709	289,332	220,377
North Dakota	6	255,780	126,691	129,089
South Dakota	6	130,368	37,832	92,536
SOUTH ATLANTIC[3]	63	$4,505,167	$2,001,457	$2,503,710
		100%	44.42%	55.58%
Delaware, Maryland[3]	2, 6	873,401	426,383	447,018
District of Columbia	4	739,530	293,704	445,826
Florida	10	579,698	275,447	304,251
Georgia	11	577,282	321,541	255,741
North Carolina	9	665,866	262,560	403,306
South Carolina	5	185,964	52,512	133,452
Virginia	10	539,068	251,547	287,521
West Virginia	6	344,358	117,763	226,595

[1] National and regional advertising represents the amount received by stations from networks as payment for network commercial programs carried by the stations, as well as time sold directly by stations to national and regional advertisers. Network and non-network time sales are combined to avoid disclosure of individual figures.
[2] Local advertising revenue was received from local advertisers who purchased time directly from stations.
[3] Data other than number of stations are combined to avoid disclosure of individual figures.

Analysis of Employment and Pay Rolls [1]

WEST NORTH CENTRAL STATES

Classification	All Employes[2] (One Week) No.	All Employes[2] (One Week) Pay Roll	Full-time Employes Pay Roll No.	Full-time Employes Pay Roll Total	Full-time Employes Pay Roll Avg.	Part-time Employes Pay Roll No.	Part-time Employes Pay Roll Total	Part-time Employes Pay Roll Avg.
Total	1,727	$44,188	1,247	$39,384	$32	480	$4,804	$10
Executives	57	4,162	51	3,972	78	6	190	32
Supervisors	88	4,800	88	4,800	55			
Office and Clerical	270	6,141	262	6,079	23	8	62	8
Station Technicians	252	7,752	244	7,688	32	8	64	8
Station Talent:								
Artists	739	11,941	302	7,593	25	437	4,348	10
Announcers	194	5,160	182	5,058	28	12	102	9
Other[3]	127	4,232	118	4,194	36	9	38	4

SOUTH ATLANTIC STATES

Total	1,018	$30,679	901	$29,217	$32	117	$1,462	$12
Executives	66	4,256	65	4,206	65	1	50	50
Supervisors	63	3,352	61	3,237	53	2	115	58
Office and Clerical	185	4,324	178	4,273	24	7	51	7
Station Technicians	257	8,786	254	8,766	35	3	20	7
Station Talent:								
Artists	160	2,738	75	1,640	22	85	1,098	13
Announcers	176	4,484	168	4,420	26	8	64	8
Other[3]	111	2,739	100	2,675	27	11	64	6

[1] Figures are for week ending Oct. 26, 1935, except where such period was not representative. In such cases one week of representative employment is given.
[2] Does not include employes such as entertainers and other talent supplied by advertisers, nor employes of radio networks.
[3] "Other" includes employes not otherwise classified. Persons performing a variety of functions where no one function requires a major portion of the employe's time, and continuity writers, are included here. Salesmen are also listed as "other".

West North-Central States	No. Sta.	Sta. Em. (Avg. No.)[1]	Station Pay Roll (in dollars) Total	Full-time	Part-time
	63	1,593	2,153,268	1,997,452	155,816
			100%	92.76%	7.24%
Iowa	10	344	408,878	355,297	53,581
Kansas	9	148	172,319	159,187	13,132
Minn.	8	214	337,138	325,286	11,852
Miss.	14	588	873,797	805,277	68,520
Nebr.	10	163	195,769	194,122	1,647
N. D.	6	66	84,791	78,111	6,680
S. D.	6	70	80,576	80,172	404
South Atlantic	63	963	1,541,433	1,480,818	60,615
			100%	96.07%	3.93%
Del.	2	166	328,037	301,955	26,082
Md.	6				
D. of Col.	4	112	264,568	257,405	7,163
Florida	10	150	202,826	198,987	3,839
Georgia	11	121	180,301	177,476	2,825
N. Car.	9	116	182,837	179,955	2,882
S. Car.	5	58	63,075	59,165	3,910
Va.	10	166	194,703	184,385	10,318
W. Va.	6	74	125,086	121,490	3,596

[1] Monthly average, based on number of full-time and part-time employes on pay roll nearest the 15th of each month. (Total man-months divided by 12.)
[2] Data other than number of stations are combined to avoid disclosure of individual figures.

KOVC are the call letters issued by the FCC for the new 100 watt full time station on 1500 kc. authorized for Valley City, N. D. and headed by George Bairey.

FCC Authorizes Ten New Stations Prior to Recess

Sets Record for One Meeting; Important Power Boosts

TO THE 22 new broadcasting stations authorized by the FCC Broadcast Division during the first six months of 1936 [see July 1 BROADCASTING], 10 more were added at the division's July 2 meeting just before the partial recess during the summer. In addition the Commission granted various important power boosts and ordered the deletion of KWEA, Shreveport, La., full-time 100-watter licensed for 1210 kc., owned by the operators of KWKH and KTBS, who have kept it silent for several years. The deletion order is effective Aug. 1.

The granting of 10 new station construction permits in one sitting was a record for both the FCC and the old Radio Commission. All of the projected new stations fall in the local category, some securing only daytime operation, and five of the 10 are backed by newspaper interests. With the exception of Sacramento, the communities securing the stations do not now have outlets.

New Stations Authorized

FOLLOWING are the new stations authorized, together with call letters assigned by the FCC:

KROY, Sacramento, Cal. — Construction permit for 100 watts day on 1310 kc. issued to Royal Miller, automobile dealer.

KVEC, San Luis Obispo, Cal.— Construction permit for 150 watts day on 1200 kc. issued to Christina M. Jacobson, doing business as Valley Electric Co., electric contractor and dealer.

KYOS, Merced, Cal. — Construction permit for 250 watts day on 1040 kc. issued to Merced Star Publishing Co., publishers of *Merced Sun-Star*, with 33-1/3% of stock each held by Ray, Hugh and Peter McClung.

KWAT, Watsonville, Cal. — Construction permit for 250 watts day on 1310 kc. to F. W. Atkinson, publisher of *Watsonville Pajaronion and Register*.

KOCA, Kilgore, Tex.—Construction permit for 100 watts full time on 1210 kc. to Oil Capitol Broadcasting Association, of which James G. Ulmer is president. Mr. Ulmer is manager of KGKB, Tyler, Tex., owning 32% of its stock. Directors of new corporation include Roy G. Terry, studio manager of KGKB, and Tom E. Foster.

KTEM, Temple, Tex. — Construction permit for 100 watts day on 1370 kc. to Bell Broadcasting Co. Officers are: Ruth Mayborn, president, owning 85% of stock; Walter R. Humphrey, publisher of *Temple Telegram*, secretary-treasurer, 10%; J. C. Mitchell, vice president, 5%.

WEXP, Clarksburg, W. Va.—Construction permit to the Exponent Co., publisher of the *Clarksburg Exponent*. Officers are John A. Kennedy, president, who with Mrs. Kennedy owns 85% of stock; W. Guy Tetrick, secretary-treasurer and general manager. Olandus West is 10% stockholder.

WOLS, Florence, S. C.—Construction permit for 100 watts day on 1200 kc. to O. Lee Stone, outdoor advertising man.

KGLO, Mason City, Ia.—Construction permit for 100 watts full time on 1210 kc. to *Mason City Globe-Gazette*, of which E. P. Adler, head of the Lee Syndicate of Newspapers, is president.

KBHB, Rapid City, S. D.—Construction permit for 100 watts full time on 1370 kc. to Black Hills Broadcasting Co., headed by Robert Lee Dean, and including H. C. Jewett Jr. and C. A. Quarnberg.

Power Boosts Granted

FOLLOWING are the more important power increases authorized at the Broadcast Division's last session:

WMCA, New York, granted day and night power increase from 500 to 1,000 watts with directional antenna.

WIP, Philadelphia, granted increase from 500 to 1,000 watts day, 500 night.

WEEI, Boston, granted daytime power increase from 1,000 to 5,000 watts.

WEAN, Providence, granted increase from 500 to 1,000 watts, with directional antenna.

WFBR, Baltimore, granted increase in power to 1,000 watts day and 500 night.

WDBO, Orlando, Fla., granted increase in power from 250 to 1,000 watts, 580 kc. unlimited time.

WIRE, Indianapolis, granted increase from 500 watts night, 1,000 watts day, to 1,000 watts night and 5,000 watts day.

WASH, Grand Rapids, Mich., granted increase to 1,000 watts day and 500 night, along with WOOD, Grand Rapids, with which it shares time.

WKRC, Cincinnati, reconsidered and granted application to increase day power to 5,000 instead of 2,500 watts, using directional antenna day and night.

WTAG, Worcester, Mass., granted increase in power to 1,000 watts, using directional antenna day and night, and transmitter move.

What Time Is It?

THERE was one delegate at the NAB convention who insisted upon keeping his watch on Pacific time and maintaining his daily regimen accordingly. He was Walter Biddick, the station representative, who ate, slept and awakened according to Los Angeles time despite the three hour differential which kept him up three hours later each night. Mrs. Biddick, there with him, insisted on using Chicago time—and so they seldom if ever saw one another.

Montgomery-Ward Tests

A 15-STATION test campaign in the Midwest, which may result in a nationwide spot campaign covering two years, will be launched in September by Montgomery Ward & Co. To use World Broadcasting System transcriptions, the campaign will be spotted in Missouri, Kansas, Iowa and South Dakota, 15 minutes daily six times a week for 13 weeks. The results of the initial 78 programs, it was indicated, will govern expansion of the campaign on a two-year basis, cancelable at 13-week intervals. Ferry-Hanly Co., Kansas City agency, is handling the campaign.

Further Increase in Total Advertising Expected for Latter Half of the Year

WITH gains for the first half of the year surpassing expectations, advertising volume for the coming six months will register even sharper increases and bring the total close to that of the early days of the depression, writes William J. Enright in the *New York Times*, on the basis of predictions of advertisers and agency executives.

"Circulation of the bonus money, benefit payments to farmers in the fall, diversion of some funds to advertising to beat the new tax on corporate surpluses, continued gains in business activity, with resultant larger purchasing power for consumers and the steady resurgence of the heavy industries, are a few of the reasons cited why advertising volume should rise a minimum of 15% for the remainder of the year," he continues.

Media Prospects

"FOR the first half of the year national advertising in newspapers is leading the upward surge, with magazines a close second. National copy in newspapers will wind up the first half about 13 to 14% ahead of the like period in 1935, while magazines will run about 12% ahead in linage gains.

"Newspaper volume as a whole, including all classifications, will show increases for the first half of the year of about 9 per cent. The retail linage gains have been spotty, but in the last month have shown signs of improving steadily.

"Magazines are expecting particularly sharp increases in the second half because of the decline in the latter part of 1935. Starting in June of last year, magazine linage gains over the corresponding period of 1934 were cut sharply, with the result that the year as a whole showed an increase of only about 5%. A 15% rise for the next six months is expected by magazine publishers.

"The sharp gains by one radio chain have more than offset the losses of another, with the result that the total revenue for the first six months will rise about 9 to 10% for the three major groups. The next few months are expected to show larger increases because a number of the leading programs, ordinarily discontinued during the summer, remain on the air.

"The predictions of sharp increases have been confirmed by the announced plans of a number of large organizations. Practically all of the leading automobile manufacturers, whose volume for the first half of this year is only slightly ahead of 1935 because of the change in the date for the showing of new models, are planning aggressive campaigns on their 1937 styles. Radio, refrigerator, oil burner and other companies whose products go into the home have announced advertising campaigns, which in many cases contemplate twice as much space as those for the latter half of 1935.

Cigarette Advertising

"WITH increased cigarette production, the large manufacturers have stepped up schedules for the next six months. Expanded budgets for several manufacturers who are going after new markets with increased vigor presage a rise in ad volume all along the line.

"Although retail linage in newspapers is running only about 5 per cent ahead of 1935, most stores expect a substantial increase in sales volume for the second half of the year and are budgeting their newspaper copy accordingly.

"Therefore, advertising executives are confident that the second half of the year will witness a sizable gain in advertising volume, bringing the total close to the 1930 figures."

Eight Station Sales Approved by FCC

Westinghouse Acquisition of WOWO and WGL Sanctioned

EIGHT broadcasting stations went into new hands during the last fortnight as a result of FCC Broadcast Division decisions July 2. The biggest deal represented was approval of the transfer of WOWO and WGL, Fort Wayne, Ind., from Frederick C. Zeig to the Westinghouse Electric & Mfg. Co., which recently negotiated a deal for their purchase at a price said to be in excess of $150,000. WOWO is a 10,000-watt half time clear channel station on 1160 kc., and WGL is a 100 watter on 1370 kc. They will be operated by Westinghouse itself.

The other transfers authorized were:

WEBR, Buffalo, from H. H. Howell to the *Buffalo Evening News*, operator of WBEN. WEBR operates with 100 watts nights and 250 watts days on 1310 kc.

WNBR, Memphis, from Memphis Broadcasting Co. to *Memphis Commercial Appeal*, operator of WMC. WNBR operates with 500 watts nights and 1,000 days on 1430 kc.

WMBH, Joplin, Mo., controlling stock transfer from W. N. Robertson and W. H. Spurgeon to the Joplin Globe Publishing Co. WMBH operates with 100 watts night and 250 watts day on 1420 kc.

KMMJ, Clay Center, Neb., from M. M. Johnson to KMMJ, Inc., whose president is Don Searle, manager of WIBW, Topeka; H. A. Searle, vice president, and K. S. Stangler, secretary. KMMJ operates with 1,000 watts daytime on 740 kc.

WRDW, Augusta, Ga., from J. J. Powell, Louise Powell and A. E. Groom to Arthur Lucas, William K. Jenkins and Frank J. Miller, theatrical men. WRDW operates with 100 watts full time on 1500 kc.

KIUJ, Santa Fe, N. M., from W. R. Irvin to J. Lawrence Martin. KIUJ operates with 100 watts full time on 1310 kc.

In addition, the Broadcast Division authorized the transfer of the four McClatchy stations in California—KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield — to the newly formed McClatchy Broadcasting Co., subsidiary of the big publishing concern. Eleanor McClatchy was named president of the new company, G. C. Hamilton vice president and secretary-treasurer, and L. R. Matushak, assistant secretary.

Taking Over WOWO

WESTINGHOUSE E. & M. Co., authorized by the FCC July 2 to purchase WOWO and WGL, Fort Wayne, Ind., will formally take over those stations Aug. 1, according to Walter C. Evans, the company's broadcasting manager. George Jasper will be sent from headquarters to help organize the station, with Ward Dorrell to be named acting manager. The station's personnel otherwise will be kept intact.

The House That Radio Built--With Profit

By WARREN P. WILLIAMSON, JR.
President, WKBN, Youngstown, O.

Promotional Project Brings Clients and Much Good Will To Station and Performs a Notable Public Service

Mr. Williamson

IN THE late spring of 1935, WKBN, Youngstown, hit upon a promotional idea which, because of its cooperative appeal and the fine results obtained therefrom, should be of vital interest to all broadcasters.

Using a regular daily sustaining dramatic program—a firmly established feature involving the everyday experiences of an average American family—and in conjunction with the Federal Housing Administration — we of WKBN conceived the novel idea of having our radio family build a home over the ether waves and at the same time actually construct this dwelling as a model FHA project.

This plan took root and there sprouted therefrom such an accumulation of promotion as could not possibly have been foreseen. WKBN first contacted a builder who was willing to enter the scheme for its promotional value and who was further agreeable, if it could be worked out to his satisfaction to reserve to WKBN complete control of the selection of cooperating concerns.

The Power of Radio

THE prospect of making a commercial project out of what had been conceived as a pure station promotion at an early point suggested itself. Numerous plans by which this could be accomplished were immediately developed.

Each advertiser who could be made a part of this project would be a potential customer for radio time. He might be permitted to provide his part of the construction and furnishing at the regular retail rate with a certain specified appropriation to go toward the maintainence of the radio program. Or he might be induced to provide material at a minimum of profit and share in the radio feature gratis.

In this latter manner the final cost of the house might be kept at a minimum so that it would be readily saleable, would clinch negotiations with the builder, provide to said builder a possible fund to cover depreciation during the display period and the same time create a new host of WKBN clients who would have a generous proof of the power of radio advertising. There were other suggestions as to how this project might be turned to commercial advantage but they were all discarded in favor of these two.

Here then were two schemes. The first would provide immediate financial return. The second would at first offer only a large list of potential clients—but clients who had had a first class exposure to this radio thing and who were "red-hot prospects" for the further use of WKBN's facilities. After due deliberation, the latter course was chosen, was readily accepted by the builder and other commercial interests involved and the idea of a model home construction took definite form.

FHA officials were enthusiastic. The Youngstown Electric League agreed to make it a complete electric project. The plans were drawn and approved, a location was chosen in Boulevard Park, one of Youngstown's finest residential districts, and immediately the WKBN radio family began the trials and tribulations of building a home.

Each step in the construction was closely followed by these radio performers and it may be readily imagined that hundreds of intensely amusing incidents — indirectly commercial in their nature and often involving actual names of leading participating firms and members thereof, often cast at the scene of the construction, were woven into the radio script which not only provided hilarious entertainment but also served to call close attention of WKBN listeners to the actual home as the scene of these pit-falls and triumphs.

As the project progressed, hundreds of people began to drive to the scene of activities and advertisers by the score began to approach the station with a variety of offers to cooperate in the general promotion. From the building contractor to the landscape architect — dozens of concerns in Youngstown soon wanted a share in this general promotion. A broadcasting natural had presented itself where a radio couple could go through the pertinent process of choosing the best brick manufacturer, the finest electrician, the most beautiful or timely appointments, etc. as a part of the regular entertainment.

The type of indirect advertising which resulted was considered invaluable to all who participated. A committee was formed of representatives of all cooperating concerns which met with WKBN's representatives at a luncheon meeting once each week throughout the construction period and worked out the various promotional steps and details of the final showing.

Through the FHA the newspapers were solicited for support which was immediately forthcoming and flood lights, a large bill board and road pointers directed an ever increasing throng to the FHA Electric Home of WKBN's entertaining radio family.

Arrangements were made at the completion of this home to hold it open for public inspection for a period of two weeks before it was offered for sale.

THE WOES of home builders are numerous. WKBN got itself into a lot of them when it decided to sponsor erection of an FHA home. But all this was turned into fodder for the kilocycles, and better still, a swarm of sponsors who scrambled for WKBN time. It developed into a radio "natural" and Mr. Williamson passes along his experiences for the benefit of other stations as well as all who are interested in radio as a medium.

BUILT BY RADIO — Here is the house that WKBN built in Youngstown, to the accompaniment of many sponsors and much interest.

SPEAKER — A loudspeaker in every room is part of the equipment of the house that WKBN built in Youngstown.

Mrs. Charlotte Wolley, director of FHA Women's Relations in Northeastern Ohio, was at this point dispatched to the scene of WKBN's model home and organized the women of Youngstown and the vicinity. Prizes were offered for the largest club attendance during the open house period. A series of broadcasts was arranged directly from various parts of the home featuring scores of these prominent women's club leaders. These broadcasts were largely of the interview type describing the particular part of the home in which the pick up was made. An imposing list of hostesses was drawn up in order that the showing could be made as orderly and dignified as possible. The names of hundreds of prominent women found a place on the pages of Youngstown's newspapers.

The most interesting and important commentary on the success of the entire project may be found in the fact that during this two weeks inspection period, by actual count, over 10,000 citizens of Youngstown and a wide vicinity visited the home. One of the leading newspapers in the Mahoning Valley was at this point invited to cooperate with the result that a ten-page section in their regular Sunday edition was devoted to an explanation and complete development of the project. Comments were enthusiastic.

Truly a Radio Home

ONE OF the most impressive phases of this strictly modern project was its unusual radio system. In the original construction of the home telephone cables, outlets, etc. were installed in each room to accommodate any plan of radio reception which might be chosen. When the time came it was decided to have permanent speakers in each room to be fed from a master receiver and operated by remote control. Visitors were amazed in their tour of inspection to find that by merely pressing buttons on a tiny remote control box the various stations of their choice would fade in and could be regulated to the desired volume and that any or all speakers in the house could be either cut on or off at will although the

(*Continued on page 30*)

Merchandising & Promotion

From Park to Parlor—To Market—Free Sports News—Candy Promotion—Beach in Summer

THE Feen-a-mint *National Amateur Night* on Mutual, sponsored by Health Products Corp., was broadcast outdoors July 5 direct from Palisades Park in New Jersey. The program, featuring Benny Rubin, Arnold Johnson and a group of amateurs, was witnessed by 3,000 people in the immediate audience, and heard by 15,000 others in the park, through the medium of loud speakers. It was heavily publicized throughout the New York area. Palisades Park is also conducting a series of amateur elimination contests, the winner to be broadcast over Feen-a-mint's nation-wide hookup. Similar tie-ups have been arranged with other leading amusement parks throughout the country, as well as with theatres and theatre-chains in many states.

In conjunction with the *Brooklyn Daily Eagle*, and RKO, Skouras, and Prudential theatre-chains, an extensive amateur elimination contest is being held throughout New York. The winners will appear on a future Feen-a-mint broadcast.

* * *

SUNSHINE RADIO CAB Co., new New York firm, sponsoring a unique twice weekly half-hour program on WMCA, New York, which recently placed 2,500 newly designed taxis on the streets, is offering free to listeners a miniature Sunshine Cab which can be used as a paper weight. The first week's response totaled over 2,000 requests.

The company also is merchandising the program by inserting in its cabs neatly printed cards telling about the program. The cards are prominently placed and can be easily read by all the cab's customers. It has been estimated that over 100,000 persons must use these 2,500 taxis every day, since they are operated 24 hours a day.

* * *

WOR, Newark, has issued a 40-page booklet titled *To Market—To Market*, which presents in an unbiased fashion and without the aid of charts and graphs, the fact that radio sells. This marks the first time the rubber plate process has been used in an advertising book. It has been used for years on the Continent, more particularly in France, and is an offshoot of the old Jean Berte process of water color reproduction. Though representative of Continental advertising in make-up and color, it is essentially American in the story told.

* * *

ROMAN MEAL Co., Tacoma, Wash., is giving listeners to its KVI series a pie juice-retainer for a box top of its Speed-I-Mix pie crust mixture and 10 cents. Display and promotion material are given dealers and a Roman representative sets up dealer displays. The product was placed on Northwest shelves June 5 and a concentrated radio campaign began on KVI three days later, using a thrice weekly morning quarter-hour.

CHRISTIAN FEIGENSPAN BREWING Co., Newark, sponsoring Stan Lomax sports comment on WOR, Newark, nightly, has formed a Sports Information Bureau as a service to the radio audience. The bureau, which will be open from 10:30 a. m. to 6 p. m., will answer all sport questions except racing results. The bureau also handled listener votes in the All-Star baseball team ballotting. The office will use the same phone number as WOR and will be located in the WOR building, 1440 Broadway, New York.

* * *

WHEN the million dollar Rexall Convention train, advertising project of the Rexall drug stores, visited Lincoln and Omaha, the Central States Broadcasting System, operators of KFAB, KOIL, and KFOR, broadcast special programs direct from the train on sidings at each town's Burlington station. The train is touring every state in the Union in the interest of Rexall dealers and will continue the journey until fall.

* * *

AFTER midnight broadcasting is proving profitable for Parkview Pharmacies and Terre Haute Brewing Co., according to W9XBY, Kansas City. The two sponsors broadcast hour musical frolics every night starting at midnight.

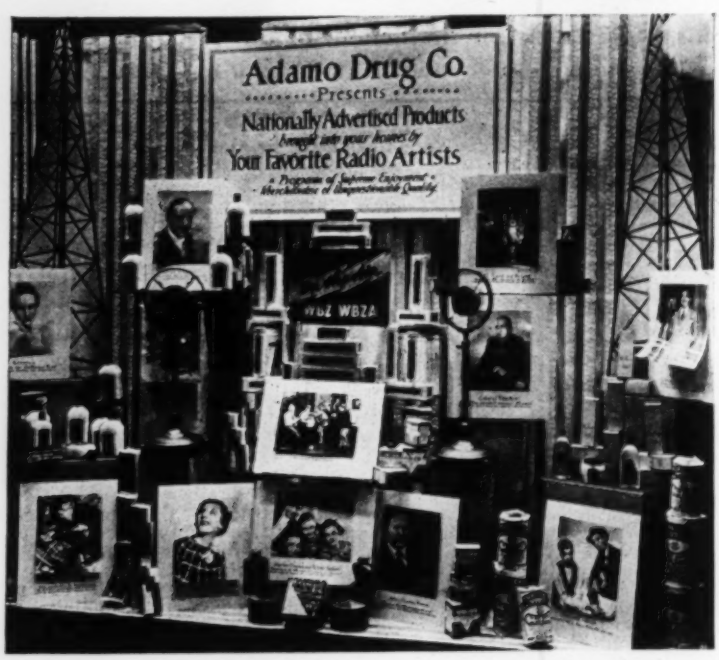
EDGAR P. LEWIS & SONS Inc., Malden, Mass. (Viva candy), which recently completed a 19-week contract on WCOP, Boston, with *Viva Juvenile Parade*, took the program to WCSH, Portland, Me., where it is listed as the *Viva Opportunity Parade*. Using an amateur talent formula, the sponsor invites listeners to send in wrappers from its candy. More than 10,000 wrappers were received after the first WCSH program, a 17-jewel wrist watch being given to the boy and girl who sent in the largest number. Besides, the friend who sends in the most wrappers in voting on amateur performances, receives a watch. Programs are staged by remote control from Lewiston. Louis Glaser Inc., Boston, now has the account.

* * *

WOAI, San Antonio, has begun a file of sponsor reference sheets. These give prospective WOAI clients, as well as present clients, case histories on WOAI campaigns similar to their own. On mimeographed forms a regular file is being tabulated which states the following: Product; length of campaign; program; distribution; problem presented; how solved; merchandising and sales promotion; results and other comments.

* * *

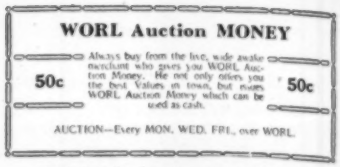
A BROCHURE titled *Found—The Lost Tribes*, defining the extent of the Jewish market in New York City has been issued by Advertisers Broadcasting Co., New York, which produces programs designed to reach the 2,500,000 Jewish listeners in that city. Success of a number of programs on WMCA is described.



Drug Chain and Stations Cooperate in Boston

IN A BOSTON drugstore-radio cooperative advertising tiein, WBZ & WBZA, Boston and Springfield, are planting displays in local agencies of the Adamo Drug Co., nationwide hotel drug syndicate. Separate displays have thus far appeared in Adamo windows in the Hotel Statler in Park Square.

Another (entirely different in design and set-up) is currently attracting attention in the Bradford Hotel unit. The hotel is the home of WBZ in Boston. Nationally advertised products, "brought into your homes by your favorite radio artists", include: Horlick's Malted Milk; Eno Salt; Jergen's Lotion; Alka-Seltzer; Pepsodent Antiseptic; Woodbury's; Vince, etc. Photographs of talent are included. This is the Statler display.



WORL Uses Auction Money

THIS is a reduced facsimile of the auction money that merchants participating in the auction series of WORL, Boston, give to customers. The reverse side says: "This certificate is worth its face value in the WORL Auction Sale. Tune in every Monday, Wednesday and Friday, and send in your bid by mail or wire. Do not send in your auction money until notified that your bid is the highest accepted bid. The merchandise will be awarded to the highest bidder each day. You can buy everything from the merchants who give WORL Auction money. Look for the window card in the merchant's window before making your purchases."

NOT SATISFIED with being a winter resort, Daytona Beach (Fla.) Chamber of Commerce has been promoting the city as a summer resort, using a series of programs on WSB, Atlanta. June found 30,000 motorists visiting the world-famed beach and 10,000 hearing the opening summer band concert.

For four years Daytona Beach has been using WSB in its summer promotional work and each year the returns have been mounting. An office is maintained in Atlanta by the resort.

* * *

PRIZES amounting to $15,500 are being offered to car owners and their families by *Esso Marketers* in a unique picture-naming contest, the details of which are given three times daily, except Sunday, on WPTF, Raleigh, N. C. Entry blanks describing the contest and giving the simple rules are available at all Esso stations and dealers.

* * *

BESIDES their radio appearances on KLZ, Denver, for Montgomery Ward & Co., Denver branch, the Capt. Ozie troupe makes daily personal appearances in the refrigerator department of the South Broadway store, an innovation in Montgomery Ward merchandising. The radio program is broadcast thrice weekly at noon.

* * *

WBS is conducting a *A Tour of Transcription Headquarters* by means of a two-color brochure, nicely illustrated. A description of recorded radio, "from microphone to listener", is given as well as a list of WBS subscribers, pictures of studios and talent and a list of WBS clients.

* * *

MARGARET SCHEETZ, Washington beauty parlor, participating in the Betty Hudson fashion programs on WJSV, Washington, awards tickets to local Warner Bros. theatres to listeners who send Miss Hudson best beauty hints.

DR. HUMPHREY BATE, leader of the *Possum Hunters* and recognized dean of the WSM *Grand Ole Opry* performers, died in June at his home in Castalian Springs, Tenn.

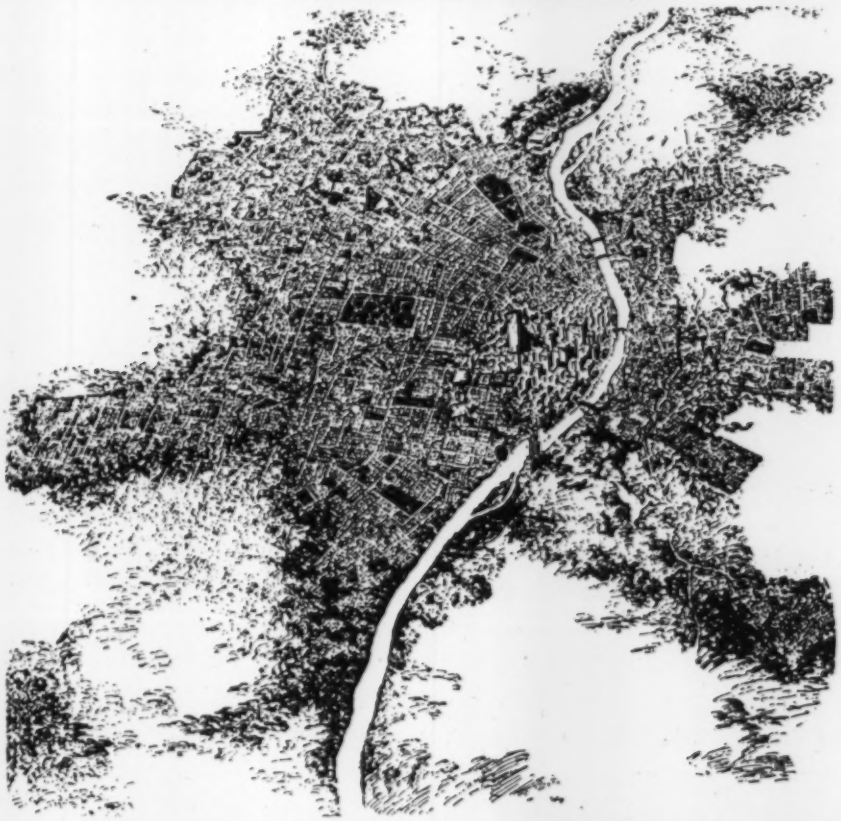
KSD

A DISTINGUISHED BROADCASTING STATION

NOW OPERATING ON THE LATEST HIGH-FIDELITY TYPE 5000-WATT TRANSMITTER

AIR MEDIUM of the BILLIONAREA

the GREATER ST. LOUIS MARKET



Since 1922 KSD Has Been Pioneering

Successful experiments made by KSD when radio was young are the common practices of broadcasting today. KSD's auxiliary short wave station W9XPD, the first ultra short wave station west of the Mississippi River, now is carrying on experimental work in the short wave field.

When KSD Began Accepting Commercial Programs

A rigid censorship was established and has been maintained to protect both listeners and advertisers from the unworthy. Many of KSD censorship rulings have been confirmed later by Federal Trade Commission decisions.

KSD's Guarantee in Its Advertising Contracts

Sponsors on KSD have this assurance which KSD writes in its contracts: "It is unequivocally guaranteed that no advertiser using the facilities of KSD is given a secret rate, rebate or privilege."

On the Red Network of the National Broadcasting Company Since the First Hookup

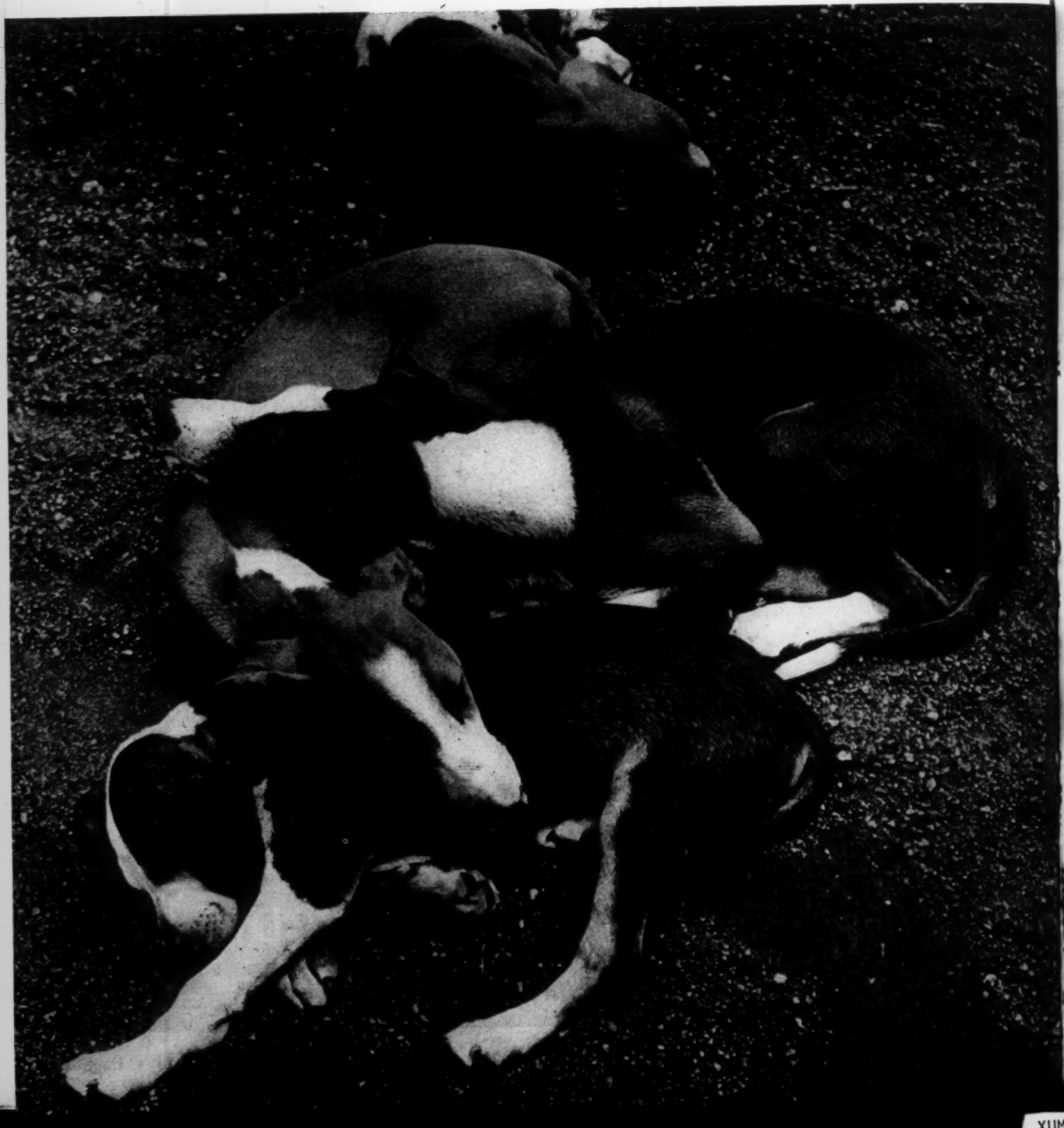
Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

DOG



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YUM

G DAYS . . .

● Once upon a time the heat of mid-summer meant dog day doldrums for radio advertisers and radio stations. Not now.

THIS YEAR THESE STATIONS ARE CARRYING THE HEAVIEST SPOT BROADCASTING SCHEDULES IN THEIR HISTORIES.

This is partly because advertisers have found by experience that they can get phenomenal results from well planned, practical, summer Spot Broadcasting.

But it is also due in no small measure to the fact that advertisers are concentrating their radio schedules on the stations that experience has taught them are the biggest producers.

Fall schedules will be even fuller. Foresighted buyers are making definite reservations on these stations now.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
WJR	Detroit	CBS
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
The YANKEE NETWORK
TEXAS QUALITY NETWORK
The NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY, INC.

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

XUM

Specific Charges For Merchandising Services Advised

Elaborate Service a Sign of Weakness, Says Mr. Harlow

Mr. Harlow

ELABORATE merchandising service by a station is a tacit admission by the owners of the station's weakness, in the opinion of R. L. Harlow, assistant to the president, Yankee Network, who addressed a group at the Advertising Federation of America session in Boston on June 30.

Speaking on "Merchandising the Radio: National and Spot", Mr. Harlow said:

"Based on engineering studies it is possible to know definitely certain determinable facts, namely: Where such station can be heard satisfactorily and how many listeners are located within that particular area. And today we have some means to determine how many are actually listening at a given time. The successful station, however, has a certain premium to offer which can be measured to a large extent and which represented by its reputation in the community over the period of its existence because of the popularity of its programs over those of its competitors; a certain goodwill which makes that station a better medium potentially than its neighbors. And it is this goodwill which guarantees the largest audience to which your particular program either contributes or detracts.

Are Rates Correct?

"FUNDAMENTALLY, then, we maintain that if the rates for time on this better station are correct and just, that in delivering its facilities and by maintaining at all times its high standards both in its programs and transmission, there is no further obligation on the part of that station for anything in the way of merchandising service.

"In fact, any elaborate merchandising service offered as a part of the station's service is a tacit admission of the weakness of that station by the owners themselves. If it is necessary for a station to make all kinds of promises of merchandising service, in order to get the account, something is wrong either with the station itself or its card rate.

"In the final analysis the advertiser pays the bill and it would be a lot more equitable to reduce the card rates for the station facilities to a fair figure, with specific charges for specific merchandising services, than to make the user of time who doesn't know of the service, or desire it, pay part of the cost for those who do avail themselves of such service.

"The fact that radio programs should be properly merchandised is indisputable. The better the job of properly following through with a carefully developed merchandising plan, whatever be the medium used for the advertising, the greater the possibility of the success of that campaign.

"But the merchandising is *your* responsibility; the direct and personal job of the advertising agency. It is not the responsibility of the radio station.

"The fact that the purpose of any advertising campaign is to sell goods is recognized by the radio station quite as much as by sponsor and agency. We have known of stations furnishing car cards, window cards, personally signed letters, use of a billboard, trade solicitors, house to house canvassers, window displays, extra time on the air, usually in the form of announcements, small ads in the newspapers or telephone calls. It is true that such service depended usually upon either a given number of broadcasts being purchased or a certain amount of money being involved.

"The use of the station studios by the local distributor, the sending of a representative to sales meetings to explain the radio program and close watch as to public reaction as near as it can be determined are matters which bring goodwill to the station as well as to the advertiser and rightfully should be carried out. With the advent of television, an entirely new technique will be required. I hope the advertiser is thinking as seriously about it *now* as is the station.

"The future for this medium is decidedly bright and those stations who best cooperate with the advertisers in their contacts with the public will be the torch bearers of tomorrow."

More on Freedom of the Radio

DOES freedom of radio exist in America? Some would have the networks and stations debar the Communists and Socialists, but they have had their say on the radio, thus preserving a principle precious to American radio. Now hearken to this comment from a noted liberal journalist, Dorothy Thompson, wife of the novelist Sinclair Lewis, writing in her daily syndicated column to newspapers of July 9:

"There is one highly ironic facet to Mr. Lewis' [John L. Lewis, president of the United Mine Workers of America] denunciation of the economic tyrants who control our world and prevent democracy. Mr. Lewis issued his call to the workers of America over a nation-wide hookup on time provided him free. The NBC is an affiliation of the Radio Corporation of America. And at this moment Mr. Lewis is at grips with this company in a strike which he has called in the Camden plant.

"The circumstances of that strike do not quite bear out Mr. Lewis' picture of the workers in relation to corporate industry. In this conflict and from the outset and before the strike began the company offered to proceed in accordance with the principles of the Wagner labor act. It offered to respect the decision of a majority of the workers, as expressed in a free and secret ballot, to be taken under the auspices, not of the industry but of the Government, and to recognize whomever the workers might elect as the representative of all of them for collective bargaining. Mr. Lewis rejected this offer for obvious reasons. Not thus would he win the fight.

"The RCA has not called in strikebreakers, it has not called out troops, nor armed the workers, the majority of whom have not responded to the strike summons. But there has been violence and a great deal of it has been committed by the "peaceful picketers" whose methods of persuasion have been to add the blackjack to the argument. The RCA has not yielded to Mr. Lewis. But it has also remained true to its policy of keeping the air free for public discussion.

"There is something to be said for this democracy, even with its economic tyrants."

W1XAL School Series To Be Offered on Discs

A LIBRARY of nearly 200 fifteen-minute transcriptions of educational programs that have been broadcast over W1XAL, international shortwave station located in the University Club, Boston, and supported largely by the Rockefeller Foundation, will shortly be made available to broadcasting stations for the fall and winter school season, according to Walter S. Lemmon, president of the World Wide Broadcasting Foundation, licensee of the station. W1XAL operates non-commercially, and features educational programs, with its "staff" largely drawn from professors of the leading New England colleges.

Since most of the programs when broadcast were destined largely for the foreign audience, Mr. Lemmon believes they have great domestic possibilities, being so balanced as to give "the listener in the home the same type of instruction as though he were privileged to sit in the lecture halls within college walls." Mr. Lemmon expects to offer the discs on a cost basis since his organization is non-profit in character, and reports that he will send sample discs for a nominal fee of $1 each to insure bona fide interest. The transcriptions are standard 16-inch discs and may be played on any turntable equipment designed for 33⅓ r.p.m. records.

New Hartford Outlet

WTHT, Hartford, will become the tenth member of the Inter-City Group when the new transmitter goes into operation about the middle of July. It also will be a member of John Shepard's New Colonial Network. WTHT is a newly authorized 100-watt daytime station owned by the *Hartford Times*, a Gannett newspaper, and will operate on 1200 kc. The transmitter and studios are located in the *Times* building.

New Duluth Station

A SECOND broadcasting station in Duluth, Minn., will go into operation Sept. 1 when KGFK, 100-watter now operating at Moorhead, Minn., across the Red River from Fargo, N. D., is moved into that city in accordance with a recent FCC decision. Dalton LaMasurier, operator of KFJM, Grand Forks, N. D., heads the group which purchased KGFK from the Earl Reinecke and *Fargo Forum* interests. The FCC announced that the station's call letters will be changed to KDAL.

Craig & Hollingsbery Inc. Is Organized by Merger Of Representative Firms

A MERGER of the station representation organizations of Norman Craig Inc. and Geo. P. Hollingsbery Co., and formation of Craig & Hollingsbery Inc., was announced in Chicago July 7 during the NAB convention. Heretofore the Craig organization has functioned only in the New York area, while Mr. Hollingsbery, former advertising manager of the *Chicago Herald-Examiner*, only recently entered the representation field in the Chicago area.

Under the arrangement Mr. Craig will remain in charge of New York headquarters at 250 Park Ave., and Mr. Hollingsbery will maintain Chicago headquarters at 307 N. Michigan Ave. An office in Kansas City will be headed by Tom Flannigan, formerly of the *Herald-Examiner* staff, and one will be established in Detroit.

The score of stations represented by Craig in the New York area, it is expected, will form the nucleus of the new organization. Mr. Hollingsbery now represents WREN, Laurence, Kan., and WWJ, Detroit, in Chicago, while Mr. Craig has a considerably larger list of stations. The plan is to concentrate on representation of stations in major markets.

Previously, Mr. Craig had planned that James King, of his New York office, would open offices in Chicago. With the fusion of the two firms, however, Mr. King will remain in the New York office. Mr. Hollingsbery's assistant in Chicago is Tom Keelan, former advertising agency man in Chicago.

House Radio Built

(*Continued from page 25*)

master control was in another part of the dwelling.

At the close of the open house period this home found a ready sale and when it was all over it hadn't cost any of the participants one penny of actual cash except the time which had been provided by WKBN to promote the scheme.

The final chapter was for WKBN to capitalize on the good will and friendliness which had been developed with a group of fine potential advertisers of its own choosing who had heretofore been merely lukewarm to radio. Again WKBN's expectations have been more than fulfilled. Not only has there been a considerable amount of intermittent and seasonable business attributed to this project but right at the time of this account one of Youngstown's largest advertisers, one who played an important part in the FHA model home of WKBN, has signed a contract for a regular weekly half-hour program for 52 weeks.

WKBN recommends this promotional idea to all broadcasters and, since the completion of this project, is more firmly convinced than ever that there is something new under the sun and that pure station promotion pays attractive dividends.

LINCOLN Memorial University, Harrogate, Tenn., recently authorized by the FCC to erect a new 100-watt station in Middlesboro, Ky., has been assigned the call letters WLMU by the FCC.

Associated Oil Secures Football on West Coast Eleventh Straight Year

ASSOCIATED OIL CO. of California, for the eleventh consecutive year, will sponsor broadcasts of all major Pacific collegiate football games, Harold R. Deal, advertising and sales promotion manager of the organization in San Francisco, announced following the signing of an exclusive contract for those privileges with the Pacific Coast Conference and major independent schools. With P. E. Allan, sales manager of the Associated Oil Co., Deal attended the Conference meeting at Spokane, Wash., where details were completed.

Nearly 100 major games will be presented over 36 stations by Associated's staff of 22 trained sports announcers. Both NBC and CBS as well as independent stations will be used. Deal pointed out that the task of arranging for the 1936 season broadcasts will be more difficult than ever because the Conference's new schedule will find every major team playing each other. Three and sometimes four important games will be played on the same Saturday, he stated.

"There will be more games than ever on the air this season," he said. "The schedule really calls for four networks on some days. Unfortunately there are only three (2 NBC and CBS-Don Lee), so we will have to do some intricate schedule-juggling. However, as in the past, we will make every effort to insure the fans of every section of the Coast hearing the games they are most interested in."

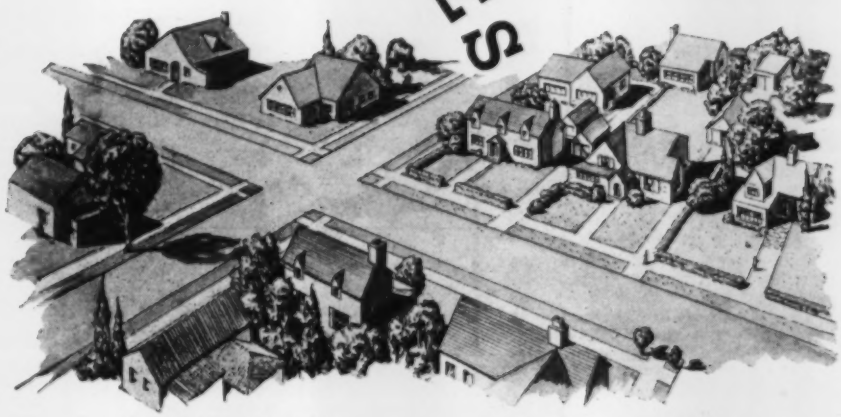
Two for General Foods

GENERAL FOODS Corp., New York, has signed two fall programs to be heard on the NBC-Blue network. The first program, in the interest of Sanka coffee, will get under way Sept. 28, Mondays, 8-8:30 p. m., on the basic network with a rebroadcast at 12:30 a. m. The program will star Helen Hayes in a dramatic series and is signed for 52 weeks through Young & Rubicam Inc., New York. The second broadcast will promote Log Cabin syrup. The series will start Sept. 29, Tuesdays 8-8:30 p. m. on the basic Blue network. The northwestern, mountain, KLO, and Pacific Blue network will carry the program at 11:30-12 midnight, featuring Louis Massey and The Westerners in a broadcast entitled *Log Cabin Bar Z Ranch*. The program will run for 26 weeks. Benton & Bowles Inc., New York, has the account.

6,300 at WIP Picnic

THE Sixth Annual Picnic of the WIP, Philadelphia, Homemakers' Club, held June 23, at Clementon Lake Park, N. J., was attended by over 6,300 women. Tickets were 50c and included ferry and train fare, lunch, a six-ring circus, free amusement rides at the Park, and a chance of winning one of the 50 gifts which were awarded to the holders of the winning ticket numbers. Gifts, which included a trip to Bermuda, a radio, typewriter, electric washing machine, a Topicer, three trips (week-ends) to Atlantic City, and many others valued at a total of slightly over $1,000. Gifts were donated by sponsors.

INTO THE HOMES



WOAI reaches with

1 Power 50,000 watts, cleared channel, full time.

2 Coverage Over 1,000,000 regular listeners in primary area. 5% to 50% coverage in 48 counties in 4 other states. Most listened to American station in Mexico.

3 Markets $2,000,000,000.00 Texas Centennial Market, adding wealth to the 5th state in population.

4 Programs Finest NBC, TQN* and LOCAL, with highest ranking in national and local surveys.

5 Prestige Our list of national and local advertisers (furnished on request) would form a nucleus of the "Who's Who" of the business world in their respective fields.

6 Experience One of the South's first stations, having continuously served the Southwest for over 14 years.

7 Services World Broadcasting System transcription library. Complete International and Universal News. Excellent production and merchandising facilities.

Summer? GOOD!

30 new contracts in 32 days!

From April 29 to June 1 WOAI added 30 new contracts. . . . (This does not include renewals or NBC advertisers).

WOAI San Antonio

50,000 WATTS - CLEARED CHANNEL
1190 KILOCYCLES

Represented nationally by Edward Petry & Co.
Affiliate - National Broadcasting Company
Member - *Texas Quality Network

J. L. Hudson Co., Big Detroit Store, Sells With Radio

Conservative Methods Used by Leading Retailer of City

GROWING SUCCESS with its morning radio program over WWJ has led J. L. Hudson Co., Detroit's largest store, to continue well into its third year of broadcasting without a break. The program originated in February, 1934. It is heard over WWJ from 8 to 9 a. m., and in the winter months a half-hour earlier. Boasting several unusual elements, both in its presentation and the type of commercial used, it has enjoyed an increasing audience which has served to build up a satisfactory return of business, both direct and indirect.

Observers have noted that each program is a fairly complete entity in itself, well constructed about a central theme. This building of the programs is in charge of Miss Barbara Brooks, who is in charge of the store's promotional efforts, and who announces her own programs.

Records are used for the music which comprises the program. Classical music prevails, popular records accounting for only about 20% of the total used. About six announcements are average for each program.

Conservative Continuities

THE COMMERCIALS follow the same strictly-edited style of Hudson's newspaper advertising. No comparative prices are used, and language is conservative. All references to competitive merchandise and competitors are omitted.

Instead an effort is made to "get behind the merchandise", and dig out interesting facts about the goods on sale. Thus, in a promotion of Hudson's grocery department, Miss Brooks is apt to be heard talking about the history of tomatoes as a vegetable, or the methods of best cultivations, winding up with the observation that tomatoes representing the finest traditions of cultivation and agriculture may be found in Hudson's grocery department.

Similarly, a sale of dresses is apt to be highlighted by a description of the silkworm which was the source of the silk used in the dresses.

Merchandise for the program is selected with the same care and careful checking as that which is featured in newspaper copy. On the whole, items which are more apt to lend themselves to a vivid word picturization are those most likely to be featured on the daily program, which comes on every shopping day.

No particular type of merchandise has been found successful above others in the radio presentations. Everything from kitchenware to expensive fur coats has been featured on the hour from one time to another, but Hudson's checking system has apparently noted no appreciable difference in results over the long run, for the range of advertised items continues as wide as ever.

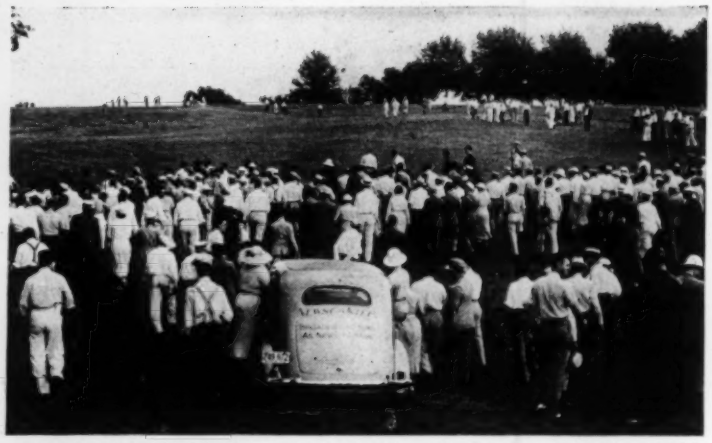
The program is directed to women, although men's apparel and accessories often are featured. Experience at Hudson's, it is said, has demonstrated that women do a large proportion of the shopping for men's wear. No definite limitations as to price ranges are observed, and occasionally no price whatsoever is featured.

Institutional copy often is heard over the radio program. Such activities as Hudson's model kitchens, child health institutes, housewares expositions and other such promotions are well covered on the air when they occur.

Newspaper advertising will from time to time amplify the radio broadcasting. When Miss Brooks is scheduled to present some important bit of shopping news, attention is called in the preceding day's advertising to the fact that "Miss Barbara Brooks will have an important announcement tomorrow morning . . . " on whatever the subject may be.

In accord with Hudson's fixed policy, no statement is obtainable from the store's officials concerning the success of the program. Its constancy, however, is the best barometer of the regard in which it is held.

A PULLMAN car completely outfitted as broadcasting studio is the novel new equipment that has been added by Radio-Strasbourg for mobile services, particularly tourist broadcasts.



STROKE BY STROKE — A demonstration of spot news broadcast with KMBC's short-wave Newscaster Car, the occasion being the exhibition golf tournament in Excelsior Springs, Mo., with Lawson Little, Johnny Goodman, Jimmie Thompson and Horton Smith competing.

RESORT PROFITS BY RADIO

Excelsior Springs Enjoys Business Boom Following Series of Events Covered by KMBC

A GROUP of broadcasts planned originally for novelty and public interest value has turned out to be an unusually productive source of publicity for Excelsior Springs, enterprising Missouri health resort near Kansas City. An elaborate Spring Festival, sprinkled with celebrities and special events, early in June was completely covered in a number of spectacular broadcasts by KMBC, Kansas City and according to officials of the city and its representatives, Beaumont & Hohman Inc., and Thompson & Lichtner Inc., the broadcasts created such an impression that trade and patronage at the Springs has far suprassed the usual spring season. The officials attribute the result to the KMBC broadcasts since nearly all visitors mention that they heard the broadcasts.

The Festival was opened with a shortwave broadcast from a plane flying over the city in which golfing stars surveyed the ground on which they later were to meet.

The Newscaster Car later established broadcast history by transmitting a running account of the Exhibition golf tournament with Lawson Little, Horton Smith, Jim-Tournament on subsequent days was also broadcast by the KMBC Car with far greater success than the pack transmitters used by networks on golf matches.

Progress in the Midwest Bridge Tournament was reported nightly in broadcasts by director Oswald Jacoby, who also gave representative hands played. Other broadcasts included the Governors' Banquet, a street carnival dance, a massed bands concert, and ceremonies honoring native Missourians in which KMBC's own Ted Malone served both as guest of honor and master of ceremonies. Other radio celebrities present were Leith Stevens, Willard Robison, and Hale and Derry of "The Three Cheers."

Charles Puffer of Beaumont and Hohman Inc., and Alan Brantingham of Thompson and Lichtner, Inc., are enthusiastic in their praise of KMBC's complete coverage of the event and of the positive results obtained.

Churches Control KMBC

CONTROL of Midland Broadcasting Co. Inc., operating KMBC, Kansas City, has been acquired by the Church family, according to Arthur B. Church, president and general manager of the station. Cicely I. Church, Mr. Church's wife, has acquired the 34% interest held by the estate of F. B. Blair, who died last November, and together with Mr. Church's interest, the family now holds 68% of the stock. The balance is held equally by M. H. Siegfried, Kansas City realtor and insurance man, and C. R. Smith, president of the Ford distributing agency of that name. Simultaneously it was announced that Roland Blair, son of the late KMBC president, has resigned as vice president and director of KMBC, and on July 15 will leave his post as retail sales manager.

Educational Group In Chicago Lists Progress in Year

University Council Sees Need Of Improved Programming

THE University Broadcasting Council of Chicago, experiment in cooperation between commercial radio and education, reports 912 broadcasts from July 1, 1935 to June 1, 1936, in its first annual report just issued. Programs presented included the *University of Chicago Round Table*, weekly over NBC, and the *Titans of Science* half-hour dramatizations, weekly over Mutual. Other features ranged from educational lectures, conversations, and dramatizations, to special features, including college sings and interviews by professors with industrial executives and political figures.

Allen Miller, director and founder of the Council, commenting on the first year's efforts, stated that "by and large, the cooperative policy of universities and broadcasters has been highly successful. What difficulties have occurred can be expected when two powerful interests which have not always understood each other are thrown into almost daily contact."

The Council includes the University of Chicago, DePaul University and Northwestern University, representing education; and CBS, Mutual and NBC, as well as affiliated Chicago stations, plus the independents, WLS, WJJD and WIND, as the commercial radio interests. Additional support is given the Council by Carnegie Corp. and Rockefeller Foundation.

Improved Quality

FINANCIAL responsibility has been divided equitably among broadcasters, universities and the two educational foundations, to provide a yearly budget of $55,000. The three universities furnish $13,000; the broadcasters, $16,500, and the foundations $25,000.

The Council aims first to serve a cultured audience, frequently neglected by commercial radio it believes, and at the same time meet the needs of as large a mass audience as possible in the general interest in adult education. UBC programs are designed to inform interestingly, and to stimulate. The board of trustees of the Council, comprising two representatives from each university, takes an active part in discussions with the council staff and with the broadcasters in developing new features. While Mr. Miller predicts a considerable increase in the number of educational broadcasts from his organization during the next year, he feels more than ever, that the prime consideration of the University Broadcasting Council and educational radio is improvement of programs rather than increased quantity.

CONSOLIDATED GAS Co., New York, will resume its *Echoes of New York Town*, musical program on WJZ, New York, Sept. 13, 6-7 p. m. Contract is signed for 39 weeks through McCann-Erickson Inc., New York. The program was on WEAF last season. At the recent AFA convention in Boston the Public Utilities Advertising Association gave an award to the program.

WREC HAS CHANGED THE Radio PICTURE IN MEMPHIS

APRIL 26—WREC Opened its New Transmitting Plant—Memphis' Most Modern.

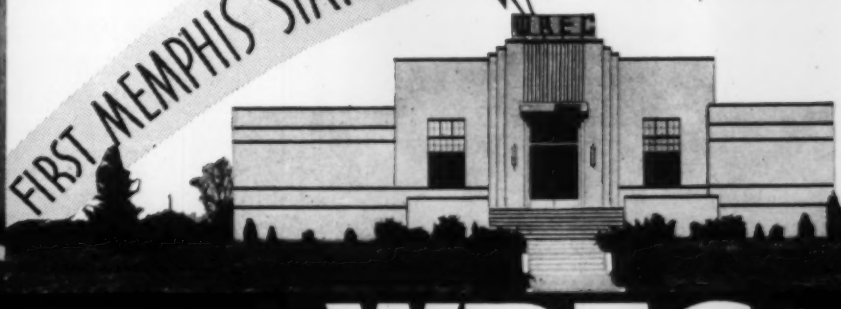
JUNE 14—WREC Increased its Broadcasting Power from 2,500 to 5,000 Watts.

Not once . . . but TWICE in Seven Weeks . . . WREC has changed the Radio Picture in Memphis

Memphis' Most Modern Transmitting Plant — In Design — Equipment — Facilities. ● Memphis' Most Modern Antenna System, Two Quarter-Wave Truscon Radiators, 420 Feet High. Latest Type. ● Memphis' First and Only Wide-Range, High Fidelity Broadcasting Station. ● Greatest Coverage of Any Memphis Station.

● **CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work In Any Market Anywhere**

FIRST MEMPHIS STATION TO USE **5,000** WATTS POWER



THE NEW HOME OF *"THE VOICE OF MEMPHIS"*

NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO

WREC

TENNESSEE'S FIRST AND MEMPHIS' FINEST RADIO STATION · AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

A PLUS VALUE FOR ADVERTISERS . . . AT NO INCREASE IN RATES

MERCHANDISING PROGRAMS

How One-Man Broadcasts Can Be Utilized to Attract Sponsors and Hold Listening Audience

By FRED BOCK
Sales Manager, WADC, Akron

SALES MANAGERS of broadcasting stations are faced today with a paramount problem, that of evolving enough new, effective, distinctively different types of features to provide the sales organization with an endless lineup of program ideas which will stand the test of comparison with national programs.

Briefly, the problem is one of merchandising. Some sales managers, though, have overlooked the most important job of merchandising, that of merchandising their station's service with the right kind of merchandisable programs.

It is truly a problem to provide an array of programs which can be locally produced and yet will stand up with the high-priced features. With the exception of the very large stations, which claim somewhat national coverage, it is out of reason to attempt an extensive variety program in competition with the big shows. It requires more men than the local advertiser can afford. However, the sponsor is quite likely to be able to hire one or two good men. Thus, if we find the right one-man feature, we can still present the best.

One-Man Programs

ONE-MAN programs are usually "personality" or "service" features, or combinations of both. A point to remember in developing program ideas is that any feature which uses names has possibilities, and is subject matter which has no outside parallel. For what they may be worth as ideas or as seed for other ideas, here is a list of "one-man" programs, most of which have been successfully tested by the writer:

NEWS — If a good announcer is at the "mike", and he has good news facilities, he will be just as good as any man in Oshkosh, New York City, or Mingo Junction.

BASEBALL SCORES—Widely used and need no comment.

SPORTS REPORTER — A form of news. Devoting half or more of the broadcast to local sports is advisable. The material is usually available and interesting and it provides names.

SOCIETY REPORTER — Neglected by most stations but has some of the best possibilities. It has proved very successful for some sponsors. A daily feature, five minutes or more. A wealth of names. Strongly recommended.

RADIO SPEEDWAY—Successful in selling used cars. An opening announcement with crowd noise in background. It is the great event of the evening; interest is keen — the cars are ready—the flag is up—the cars are off and the motors roar—Car number one is so and so. Car number two is this and that — each described as it flashes by — motors roaring all the time. A five minute program.

STREET OPINIONS — A man-on-the-street type of program used by auto dealers very successfully. Also in connection with this is an employment exchange service. Persons seeking employment leave name with sponsor and persons needing service of men or women call sponsor for name and address of applicant.

REVIEWS AND PREVIEWS — A program corresponding somewhat to the radio column of a newspaper. Gives comments on programs that have passed and more comments on the programs to be heard in the near future. Gives intimate stories about the radio stars. Tells what they like or do not like. Tells of new developments in radio. Brings in local entertainers, announcers, etc. for interviews—also out of town stars.

RAMBLING REPORTER—Informal comments on a couple of news topics of the day. Works in a human interest story. Chiefly comments, in a free and rambling style about things of civic interest and people who are doing things for the community. Because of the frank and rambling style, the commercial copy works in very smoothly for department stores or any retailer.

LIARS CLUB — There are organizations of liars clubs in some cities and there are numerous men who have a prize yarn. A prize for the best yarn.

GREETINGS TO BRIDES—A song program, during which congratulations are extended to the new brides and grooms each day. Might be unwieldy in large cities but a good feature in medium or small cities. Another feature with names. Appeals to women. A friendly and personal gesture to the newlyweds by furniture company or some such sponsor.

ANNOUNCERS CONTEST—Forget the old appeal about a job for the winner. Appeal to the mass. Get all men who think that they could be better than the announcers they have heard. Offer a sizable cash prize for the winner . . . the man who thinks he is good and is good. This gets the men who are of higher caliber and not looking for jobs. It uses names and personality. It also affords unusual advertising possibilities because the entire program can be advertising, with each contestant reading a piece of copy, and yet hold interest.

ANNOUNCERS CONTEST—Similar to above contest, except for women. Appeal is that sponsor has faith in the ability of women to fill a place in radio. He feels they have better merchandising sense than men and that they can present their stories sincerely. To give the women a chance to prove this the sponsor allows the women to visit the store, write their own one-minute copy and present it on the air. Small prize for winner on each broadcast and grand prize such as shoes supplied for three years.

TEST YOUR MEMORY — Piano or organ program. No titles of tunes are announced, although clues may be given in continuity. Those who guess correct titles of all tunes are given prizes, usually theater tickets. Can be used by most any type of sponsor.

FISHING PROGRAM — Authoritative figures show that more people are interested in fishing than in any other sport. The Fishing Reporter is a very appealing feature. The reporter tells where and what the fish are biting. He tells why they will or will not be biting in future days. He gives tips on how to fish and includes in his program a list of the good catches each day, as reported by the fishermen themselves or by the keepers of resorts.

A MAN'S TASTES — Most stations will be able to find a man who is a professional cook, or at least, a good amateur cook. There are a surprisingly large number of men who like to dabble in the kitchen. They do not all make a practise of cooking, but they have a hobby of preparing certain dishes and have considerable reputation for the recipes and skillful preparation of their favorite concoctions. The program takes on a little humorous slant, reminds the women that there are many ways of preparing the same ingredients and that there is no need for serving the same menu day after day. The man in charge tells what men like and why they like it, and teases the appetite with a tempting description. Each program he tells the favorite recipe of some well-known local man.

BIRTHDAY GREETINGS — A musical program. Best handled by an m.c. type of personality singer who cheerfully announces the names of those people whose birthdays are on the day of the program.

AMATEUR PROGRAMS — There is no need to comment on these. However there are many different groups, such as the general type of show, juvenile shows, and strictly colored entertainment shows.

KITTY AT THE SWITCHBOARD —Good straight merchandising feature which holds interest. Operator keeps cutting in and out all the time—bits of chatter with her boy friend in between calls — short lines about merchandise and prices and dates of sale events, in answer to calls—gossip with girls who call her, between business calls. Name of sponsor repeated every time the phone is answered. Fast moving and can be made very interesting.

The above programs are only a few of many ideas with which the sales manager can merchandise the station time which he is trying to sell. Most of them require the services of only one or two good men, yet, if these men are really capable, the programs can be made as effective in one locality as another. Many of these programs have regional restrictions and thus have no national parallel for comparison. Locally, some of them have as much appeal as expensive national programs.

Merchandising is very important and that it is especially important to merchandise station time with programs that attract listeners and consequently deliver the sales message at the smallest cost per listener. The program must also be adaptable to an effective presentation of the message. With this combination placed before him, the prospective advertiser can often see reason for becoming a customer.

GARAGES UNITED

KDYL Lines Up the Trade For Cooperative Series

LINING up over 50 of the local garages and accessory stores, KDYL, Salt Lake City, has brought the entire group under the banner of the Utah Automotive Trades Association and is now presenting a weekly half-hour program under the sponsorship of this organization.

The purpose is to call attention of the motoring public to the wisdom of having all automotive work done by established, reliable, local service men. And to further the interests of the program, attractive display cards have been furnished all participants in the broadcast. Copy in the radio program calls attention to these cards and urges that motorists look for the emblem of a member of the Utah Automotive Trades Association when seeking repair or service work.

From Detective Mysteries

"We'll jes' take th' cash—we can't touch th' music without permission of th' copyright owners."

Special 18-Hour Service Planned by United Press

A NEW 18-hour daily leased wire news service into subscriber stations in 15 cities, chiefly Eastern, was disclosed by United Press July 7. Twenty of the 75 or more stations now being served by United Press will get the new service, it was stated, and it probably will be expanded gradually.

The service, to start July 27, will bring UP reports specially written for broadcasting and ready to go on the air directly into the stations. It will also include special radio features. It will run 18 hours a day, with UP absorbing the line costs. Webb Artz will be editor.

Following are the stations scheduled for the service: WEAF, WJZ and WHN, New York; WCAU and KYW, Philadelphia; WBAL, Baltimore; WBAX, Wilkes-Barre; WRC and WJSV, Washington; KDKA, Pittsburgh; WWVA, Wheeling; WJAY, Cleveland; WSPD, Toledo; WXYZ, Detroit; WGR and WKBW, Buffalo; WHAM, Rochester; WGY, Schenectady; WEEI, Boston; WDRC, Hartford.

In the Grand Manner!

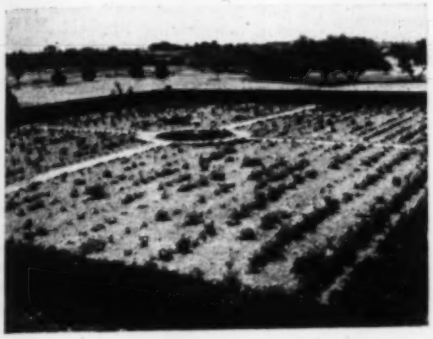
WKY is known far and wide for its thorough, enthusiastic way of doing things

• In the grand manner WKY planned and built the largest, finest, most modern studios in the South or Southwest.

In the grand manner WKY has embellished its transmitter site with trees, flowers, shrubs and pools and dedicated it to public enjoyment.

In the grand manner WKY entertains and serves its audience with standout NBC features and scores of local programs of network calibre.

"In the grand manner" is the WKY manner. Doing things in a big way . . . with enthusiasm, thoroughness and showmanship . . . has made WKY the most listened-to, most written-to, most talked-about station in Oklahoma . . . and, quite naturally, the station in Oklahoma that pays out *in the grand manner* for its program sponsors.



• In its thorough-going manner, WKY has developed its 25-acre transmitter site into an estate-like public park that for sheer scope and beauty is perhaps unsurpassed anywhere.

• Views here show, above, the formal rose garden and one of the rustic, flower-fringed lily pools; right, broad expanses of lawn dotted with trees, shrubs and flower beds; right above, one of the many scenic spots to be found throughout the park.

WKY

OKLAHOMA CITY

Affiliated with The Daily Oklahoman, the Times, and the Farmer-Stockman

Representative **E. KATZ SPECIAL ADVERTISING AGENCY**

How Good You Are!

BY STATION BREAK

USUALLY the world asks hourly . . . "How good are you?" . . . and seemingly fails to appreciate your reply.

* * *

WE'RE reversing the process today . . . and *telling* you how good you are.

* * *

INDIVIDUALLY, broadcasters . . . goodness knows . . . suffer no lack of ego. Collectively, the industry often exhibits an almost excessive modesty.

* * *

WE'LL grant that it's probably the modesty of ignorance . . . but . . . *how good are you really?*

* * *

YOU'RE sufficiently good that nearly 23,000,000 families laid out cash to buy sets to hear your programs . . . 3,000,000 families thought enough of them to have more than one set in their home, and 3,000,000 car owners were so anxious to hear your offerings that they put receiving sets in their autos.

* * *

THREE out of every four families have radios . . . or about 75,000,000 listeners . . . for you buy a set to listen to it . . . not to look at it. More than *twice* as many radio families as residence telephones . . . over 5,000,000 more radio families than families having automobiles . . . nearly 2,000,000 homes that have battery sets, because their homes aren't wired for electricity.

* * *

NO WONDER one marketing authority has said that radio ownership has permeated American life more completely than has any other commonly accepted standard of living factor . . . *and all because of the programs you present.*

* * *

OTHER industries depend on you . . . almost more than they realize. A set manufacturing industry with an investment of more than a quarter-billion . . . to be added to your own investment of probably $100,000,000 . . . comprising several hundred manufacturers, several thousand distributors and more than 30,000 dealers . . . exists by reason of your service.

* * *

ADVERTISERS will spend more than $90,000,000 this year for your facilities, and will add at least $25,000,000 to that for program material, because you enable them to speed up and extend the sale of goods . . . keeping people employed in hundreds of industries.

* * *

SOME of your technical developments, STATION BREAK is told, have influenced the entire field of communications and improved it materially.

AND if some learned gentleman asks you about what he may call your "social service", you can answer him this:

* * *

YOU have brought the concert hall, opera, stage, world events, great athletic contests, musical comedy stars and the world's leading entertainers to every town and hamlet in the country and into almost every home, no matter how modest!

* * *

PLEASE remember that nearly 45% of our population lives on the farm or in towns of less than 2,500 population . . . and that with the exception of the South, where rural radio ownership is comparatively low . . . nearly three out of five farm homes, in all probability, have radios. Also pause to reflect . . . that *two-thirds* of the population live in towns under 100,000 in size.

* * *

THERE'S no Metropolitan Opera in these towns . . . no Philadelphia Orchestra . . . no Fannie Brice or Jack Benny . . . no Boake Carter. There's only limited national and foreign news in the local paper, because its space is limited. Even the movies can't duplicate you . . . and one trip to the movies each week for an average family of four would cost over $50 a year . . . whereas you can run your radio for from *four to nine* dollars a year . . . some estimate at maximum cost of 2½ cents a day.

* * *

FIGURE that last item of the three-quarters of us who make less than $3,000 a year. Figure how much that group can spend for books, lectures, concerts, the theater, travel, the movies, and all of the things which radio brings them. *Do you still wonder why the radio audience is so appreciative and responsive?*

* * *

YOU'VE made one great town meeting out of the entire American nation . . . and given democratic, representative government new vitality and meaning.

* * *

IN A BRIEF time your facilities changed the psychology of the American people from hopelessness and confusion to confidence and energy . . . in the banking crisis of 1933.

* * *

THIS SPRING . . . in flood and disaster . . . you demonstrated again that the broadcaster is an irreplacable means of communicating with large numbers of people in time of emergency.

* * *

YOU'VE become a new medium for the dissemination of news . . . giving rise to an even greater thirst for news and information by the public. *You've humanized the news.*

FOR MOTORISTS — All highways approaching Grand Forks, N. D., are marked with these signs so tourists with auto radios will know about KFJM.

AND YOU'VE done it all with an amazing prodigality of output . . . more than 8,500,000 programs a year, it has been estimated by one inquisitive pencil-pusher. The average full time station alone presents about 300 or more programs a week, and the national network key stations do over 50,000 of them a year.

* * *

THIS is how good you are . . . an ample basis for healthy self-respect and militant self-confidence! Gentlemen of the Fifth Estate . . . we salute you!

Mutual Holds Luncheon, WAAB Latest Affiliation

MUTUAL Broadcasting System, represented by a large delegation at the NAB convention, held a routine business meeting there out of which came no official report beyond the announcement that WAAB, Boston, had joined the network on July 1. On July 6 W. E. Macfarlane, business manager of the *Chicago Tribune*, operator of WGN, who is president of MBS, was host at a luncheon in Studio 1 of WGN's building on Michigan Ave. to Judge E. O. Sykes, chairman of the FCC Broadcast Division, at which the following were guests:

Quin A. Ryan and Carl J. Meyers, WGN; A. J. McCosker, chairman, and Fred Weber, general manager of Mutual; T. C. Streibert, WOR; Louis G. Caldwell, Washington; Lewis Crosley, John Clark, Frank Smith and Don Becker, WLW; John Shepard, Yankee Network; Frank Ryan, CKLW; Owens Dresden, Don Lee Network; John Gillin, WOW; Gardner Cowles Jr., KSO - KRNT - WMT; Don Withycomb and F. R. Rosenbaum, WFIL; Ford Billings, WCAE; John Patt, WGAR; I. R. Lounsberry, WGR - WKBW; Eugene O'Fallon, KFEL; Harry Stone, WSM; C. T. Lucy, WRVA.

More Barbasol

WASEY PRODUCTS Inc., New York (Barbasol) has announced a Monday, 10:15-10:30 p. m., series on NBC-Blue beginning Aug. 31, in addition to the Friday night series announced in BROADCASTING July 1. The same network will be used for both programs, but the new series will not have a rebroadcast. *Singing Sam, the Barbasol Man*, will be the talent, the program originating at WLW, Cincinnati. Both contracts are signed for 39 weeks. Erwin, Wasey & Co., Inc., New York, placed the account.

Independents Contracted By United Disc Service For Transcription Sales

AN AGREEMENT with National Independent Broadcasters Inc., association of some 100 local independents, was entered into July 8 by United Broadcasting System, new Hollywood transcription organization, whereby the stations will be delivered transcription programs on a group basis at card rates. The letter of agreement was signed by W. Wright Gedge, WMBC, Detroit, secretary of NIB, and presented by Harry Green, former film actor, who is identified with the new transcription-sales enterprise.

While the amount of commission to be paid United on any business was not disclosed, Mr. Green on the preceding day had outlined an arrangement whereby stations would pay 50% of card rate for sponsored programs secured and handled by his organization, part of which would be paid to the Actors Fund of America as payment for talent. The fund was founded to help old, infirm and sick actors.

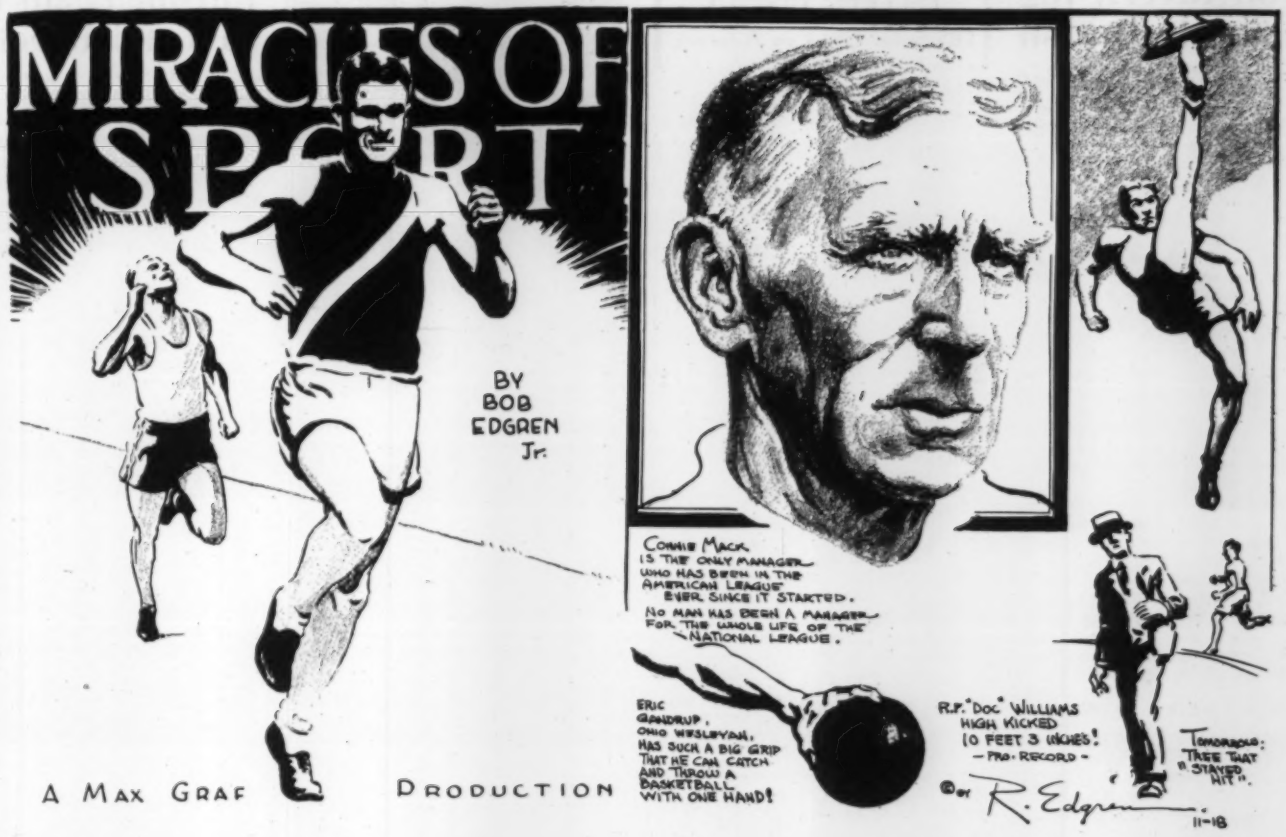
Mr. Green said that in September it is planned to launch a 52-week 15-minute transcription campaign once a week over NIB stations as well as other stations. In larger cities, he said, live talent will be used. For the first half of the campaign he declared some $150,000 would be expended for time, talent and production. United, Mr. Green said, is a partnership comprising himself, M. W. Ayres, Forrest Johnston and Ivan Conn. Offices are at 9125 Sunset Blvd., Hollywood.

Salute to WBT

A SALUTE to WBT, Charlotte, N. C., honoring its 15th anniversary of continuous broadcasting and the opening of its new studios, will be presented during the *Tomorrow's Headliners* program on CBS July 16, 9-9:30 p. m. A further celebration of the occasion, at which the Governors of North and South Carolina, the Mayor of Charlotte and other dignitaries have been invited to speak, will be broadcast over WBT. WBT's new studios and offices, which occupy an entire floor in the heart of downtown Charlotte, are constructed and equipped along the most modern lines, the studios being replicas, in the modern manner, of those at CBS New York headquarters.

AIRS Keeps Status Quo

ASSOCIATED Independent Radio Stations Inc., group of independents aligned primarily on the issue of copyright, held a meeting in Chicago July 6 to consider future policy and decided to continue its organization on the same basis with the same officers and trustees. Officers are Powel Crosley, WLW president, and John L. Clark, formerly WLW general manager and now president of Trans-American Broadcasting and Television Co., secretary. The board comprises John Shepard 3d, Yankee Network; Edwin W. Craig, WSM; James C. Hanrahan, WNOX; Edward A. Allen, WLVA. Sol Rosenblatt continues as counsel.


MIRACLES OF SPORT
BY BOB EDGREN Jr.
A MAX GRAF PRODUCTION
CONNIE MACK IS THE ONLY MANAGER WHO HAS BEEN IN THE AMERICAN LEAGUE EVER SINCE IT STARTED. NO MAN HAS BEEN A MANAGER FOR THE WHOLE LIFE OF THE NATIONAL LEAGUE.
ERIC GUNDRUP, OHIO WESLEYAN, HAS SUCH A BIG GRIP THAT HE CAN CATCH AND THROW A BASKETBALL WITH ONE HAND!
R.F. "DOC" WILLIAMS HIGH KICKED 10 FEET 3 INCHES! — PRO. RECORD —
TOMORROW: THREE THAT "STAYED PUT".
©'36 R. Edgren
11-18

Miracles of Sport

by Bob Edgren

[in person]

A Natural for Local Sponsorship

•

A dramatized sports program written by BOB EDGREN, the celebrated sports writer, in his own inimitable style.

MIRACLES OF SPORT is everything the title implies.

•

Write for Rates and Details.

MAX GRAF PRODUCTIONS

Recordings by TITAN — 1040 Geary St., San Francisco

Ban on Advertising Retained by British

Government Bars Sponsoring Even of Visual Broadcasts

DESPITE efforts of industrial interests to secure a relaxation of the no-advertising rule on the British Broadcasting Corp. network and stations, the British government has decided to ban sponsored programs for at least ten more years. Postmaster General Tryon, in an official memorandum accepting most of the recommendations of the recent Ullswater report, ruled even against proposals that the experimental television programs about to get under way be supported by advertising sponsors. Such a proposal was suggested in the Ullswater report but the government statement asserted that "there is no good ground for making any exception."

The BBC's present charter was extended for ten years, giving it a monopoly of British broadcasting under license from the Postoffice Department. The BBC's revenues will continue to be three-fourths of the receiving set taxes of about $2.50 per year collected from set owners, the other one-fourth going to the government.

Receipts From Taxes

IT IS calculated that approximately $21,000,000 in set taxes and revenues from other sources will be collected from broadcasting in Britain this year, of which $5,250,000 will thus go the government, which also taxes the BBC like any other private corporation for income. The chairman of the BBC under the charter gets a salary of $15,000 and the governors get $5,000 a year.

Still disturbed by advertising broadcasts heard from Continental Europe, sponsored in many cases by British industries, the government promised to extend its influence to prevent such broadcasts by foreign stations when they are obviously designed for British reception. What steps will be taken was not indicated.

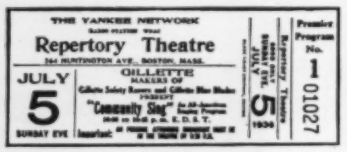
One of the BBC's big sources of revenue is its publications division, which publishes three magazines of extremely wide circulation—*World-Radio*, *Radio Times* and *The Listener*. These carry great amounts of advertising and have been profitable almost since their inception. The new decree prohibits these publications from editorializing on current events.

Gannett Would Expand

PROPOSED expansion of its radio interests, already wide, was indicated by the Gannett Newspapers when they applied this month to the FCC for authority to erect a new 250-watt daytime station on 1500 kc. in Danville, Ill. to be operated in connection with the *Danville Commercial-News*, one of its chain of 18 newspapers. The Gannett newspapers now have interests in WOKO and WABY, Albany; WHEC, Rochester; WESG, Elmira (leased from Cornell University); WHDL, Olean, N. Y., and WHTH, new 100-watter shortly to go into operation in Hartford to be operated in connection with the *Hartford Times*.

GILLETTE TRYOUT
CBS Series Given an Advance Test on Yankee Net

GILLETTE SAFETY RAZOR Co., Boston, is trying out its new series of *Community Sings* programs from the Repertory Theatre in Boston and broadcast over WNAC and the entire Yankee Network 10-10:45 p. m. Sundays, starting



July 5. The contract calls for four three-quarter-hour programs and is handled through Ruthrauff & Ryan Inc., New York.

The Gillette company believes the program will carry an especial appeal for the radio audience of New England as the original locale of the old fashioned community sing around the melodian. Approximately two thousand participants will be invited to take part in the main "sing" at the Repertory Theatre. This is a tryout of the program soon to start on CBS. The illustration shows one of the tickets distributed to the public.

BBC TO CANADA?—Most prominently mentioned for the post of director general of Canadian broadcasting, replacing the present Commission control as authorized by Parliament recently, is Maj. W. E. Gladstone Murray, Canadian-born executive of the British Broadcasting Corp., former Canadian newspaperman, Rhodes scholar and army officer. Maj. Murray several years ago wrote a report for Parliament on the regulation of Dominion radio.

C. W. CORKHILL, manager of KSCJ, of the *Sioux City* (Ia.) *Journal*, has applied to the FCC for a new 100 watter in Sioux City to operate on 1200 kc.

Race for Superpower Stations in Europe Noted as Nations Aim Across Frontiers

WHILE ten American stations seek 500 kilowatts, European stations also are going in for superpower, according to *Wireless World* of London, which finds that total power of European stations will increase by 1,700 kw. to attain a total of 8,000 kw. in 1937.

The number of 100 kw. stations is to increase from 26 to 44 during the year while the number using more than 50 but less than 100 kw. will jump from 46 to 64.

In the medium and longwave groups the following boosts are expected: Athlone, 60 to 100 kw.; two Brussels stations from 15 to 100 kw.; Kaunas, Lithuania, 7 to 100 kw.; a new 100 kw. station in Southern Sweden; new 100 kw. station at Vakarel, Bulgaria; two new 120 kw. stations at Rome; Prague II from 5 to 60 kw., and new 60 kw. station near Kosice; two 120 kw. stations, one near Bordeaux and the other to be near the center of France; new 200 kw. longwave transmitter to replace the 80 kw. Radio-Paris, and to be called Poste National. All are now under construction.

In Other Countries

SPAIN is said to be planning to modernize its station with a 150 kw. longwave transmitter at Madrid. Yugoslavia talks of increasing power of present transmitters. Warsaw is to build a 20 kw. station and a new 100 kw. transmitter is planned near Cracow. Czechoslovakia contemplates two 100 kw. stations in 1938 and a British firm is said to have received an order for an Estonian station. Russia, believed to have 50 stations, is understood to be planning addition of five more in 1937.

In the shortwave field France is building four 100 kw. transmitters. Germany is completing four powerful transmitters and Great Britain is embarking on shortwave development. Germany is understood, also, to be building a "mystery" superpower Deutschlander to be in operation next year.

Direct broadcasting to foreign listeners is increasing in Europe, with Italy taking the lead. Il Duce's stations broadcast to the world in 18 foreign languages last year, and received nearly 60,000 letters from foreign listeners.

The *Wireless World* writer, discussing the broadcasts aimed across frontiers, says:

"There is no reason to be alarmed at the present race for power in the ether. Stimulated by international competition, and probably also by the ever-increasing amount of electrical interference, countries are at present bringing their broadcasting services up to date. Work is proceeding in most places with an eye to the possibility of reaching out to listeners across the borders. From the very fact that broadcasting wavelengths do not recognize frontiers we must accustom ourselves to an entirely new conception of international broadcasting.

"Strictly speaking, the requirements of a national service are also the requirements of national prestige. If considered in this light, the necessity to be able to reach out and to broadcast to the man on the other side of the wall will be understood. But in the interests of peace it is to be hoped that some really binding agreement may be reached, at least in Europe, to prevent recurrence of unfortunate cases where broadcasting has been used for aggressive propaganda."

Europe Leads U. S. In Total Receivers

A TREMENDOUS boom in radio set sales has been in progress in Europe during the last year, according to figures made available by the International Broadcasting Union at Geneva, which show that Europe as a whole is now ahead of the United States in the number of radio-equipped homes. Until a few years ago this country had more radios than all of the other countries of the world combined.

The Geneva office has compiled a census of European radios as of Dec. 31, 1935, which gives a grand total of 24,875,095 as against the 22,869,000 estimated for the United States as of July 1, 1936. According to the Geneva report, based largely on official license figures but excluding Russia, 3,644,825 more radio homes were added during 1935 and 3,312,127 during 1934. Soviet Russia is excluded, but according to recent reports it has at least 2,000,000 radios and is constantly expanding their use beyond assembly halls and clubrooms and official homes which were the first to get them.

The census of European radio homes as of Dec. 31, 1935, exclusive of Russia, is reported by the I.B.U. as follows:

Great Britain	7,403,109
Germany	7,192,952
France	2,625,677
Holland*	946,544
Sweden	834,143
Czechoslovakia	847,955
Belgium**	746,395
Denmark**	609,226
Austria	560,120
Italy	530,000
Poland**	491,823
Switzerland	418,499
Hungary**	352,907
Spain**	303,983
Norway	191,378
Finland**	144,721
Romania	127,041
Yugoslavia	81,385
Latvia	82,175
Irish Free State	78,627
Algiers	41,344
Portugal	40,409
Danzig	29,000
Egypt	41,370
Lithuania	26,763
Morocco	23,079
Estonia	24,133
Luxembourg	15,000
Iceland	12,183
Bulgaria	17,213
Tunis	10,582
Turkey	6,175
Palestine	12,200
Greece	6,317
Syria and Levant	4,307

* *No Licenses.*
** *Incomplete Information.*

Canadian Licenses

ADVERTISERS can interpret the increase in radio licenses in Toronto and vicinity, at least, as a sign of more response to radio advertising. In Toronto during the first three months of the fiscal year, starting April 1, the take in licenses has been doubled over that of the previous year, and 60,000 sets have been licensed. In the entire 12 months of last year only 93,000 sets were licensed in Toronto area. Montreal led during the past fiscal year with 137,695 licenses, showing an increase of 219%. Vancouver, Winnipeg and Ottawa follow as the most licensed radio centers. In all 862,109 licenses were sold in Canada last year, 50,000 more than the previous year. Canadian-made receivers to the tune of $190,289 were sold last year valued at $16,513,520.

Announcing...

Tru-Fidelity

BY

THORDARSON

FEATURES

- Wide Range Frequency Response—High permeability core—Special coil construction for low distributed capacity and leakage reactance.
- Maximum shielding from external fields through case design. (Additional shielding cases unnecessary.) Electrostatic shielding between primary and secondary coils.
- Capacitively and Inductively balanced for use on equalized transmission lines. Effect of stray fields neutralized.
- Line coupling transformers reflect proper impedance on ALL taps, reducing line reflection.
- Ingenious mounting permits above panel—sub-panel or combination wiring—single hole mounting bushing permits rotation without disturbing connecting leads.

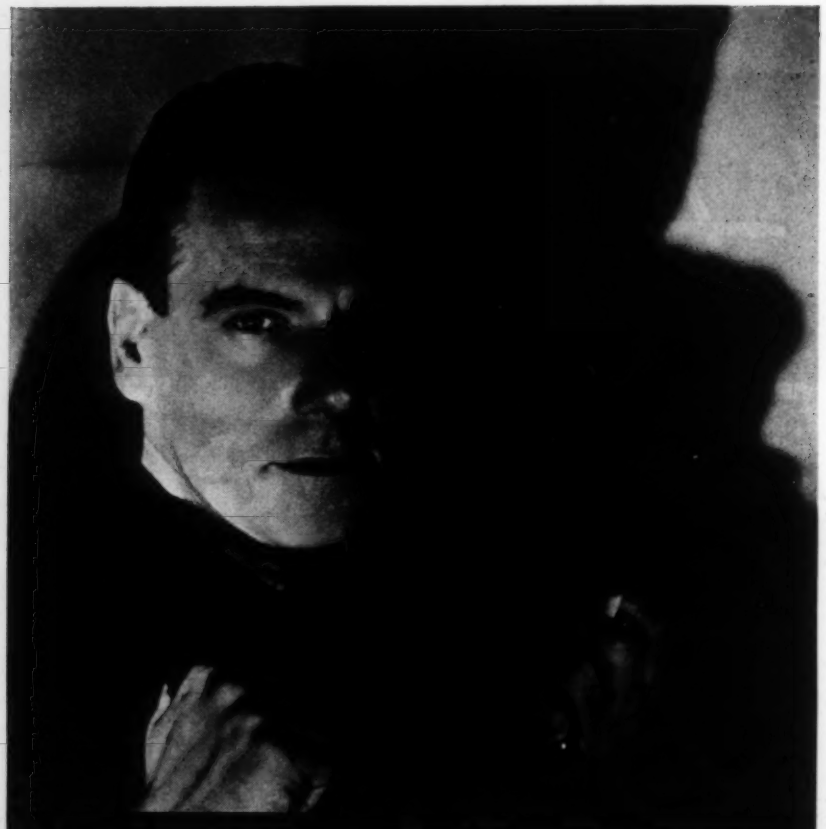
MOST SENSATIONAL AUDIO DEVELOPMENT SINCE the DYNAMIC SPEAKER

STUPENDOUS! HISTORY MAKING! TRU-FIDELITY by THORDARSON. For the first time, full range—clear—yes PERFECT audio reproduction is available. Others have tried, THORDARSON has succeeded and brings you laboratory perfection in commercial production with TRU-FIDELITY.

Ask your jobber for catalog No. 500 for complete listing and data of models, or write factory.

THORDARSON ELECTRIC MFG. CO.

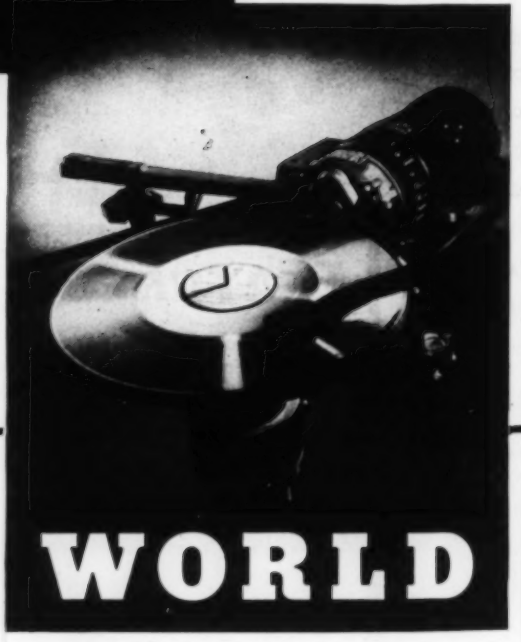
500 West Huron St., Chicago, Ill., U. S. A



DICK TRACY

Ned Wever

The DICK TRACY program, sponsored by Sterling Products, Inc., to advertise "California Syrup of Figs," is the most popular show for children on the air today, according to a number of unbiased radio surveys.



WBS facilities include: *expert production assistance,* **when desired, for program building;** *station relations division,* **an aid in clearing time;** *shipping division,* **for punctual distribution of discs; in addition to the WBS sound engineers who produce your WBS recordings by the Wide Range Vertical process.**

WORLD

WORLD BROADCA

NEW YORK • CHICAGO • ATLANTA

A major market "network" that was "built to order"

• To promote sales for "California Syrup of Figs", Sterling Products, Inc., chose a "network" of 13 stations in widely-separated major markets. After careful deliberation, they picked markets where distribution and selling conditions required forceful radio broadcasting. And today they cover exactly those markets through the facilities of World Broadcasting System. No wasted effort—no uneconomical selling activities—coverage only where coverage counts! . . . You can specify practically any marketing requirement—and get what you want through WBS selective broadcasting. A few other examples: Drano, 1 station (test in important market); Niagara-Hudson, 7 stations (intensive New York regional coverage); Allis-Chalmers, 17 stations (complete farm area coverage); Ford, 200 stations (nationwide coverage for dealers) . . . In its highly selective marketing, its unlimited marketing flexibility, its marketing economy, the WBS method closely resembles the tried and true practice of setting up your own newspaper list. And your WBS recordings — wide-range vertical discs made at Transcription Headquarters—are promptly, efficiently shipped to the stations on your selected "network."

WBS

Let us send you, on request, our new illustrated brochure describing the scientific technique of putting your program on WBS discs at Transcription Headquarters, 711 Fifth Avenue, New York.

CASTING SYSTEM

• LOS ANGELES • SAN FRANCISCO

BROADCASTING and Broadcast Advertising

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Telephone — MEtropolitan 1022

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J. FRANK BEATTY, Managing Editor • BERNARD PLATT, Circulation Manager

Reconstruction Year

THE NAB has weathered the worst storm of a rather squally voyage begun when it undertook to navigate in trade association activity 14 years ago. The industry is still held together with a bigger membership than ever before. But it is foolish to blind one's eyes in the belief that everything is "jake". There are plenty of sorespots remaining, even though these were not all apparent on the surface at the convention beyond the bolt of Isaac D. Levy from the membership.

Everything depends upon what happens during the ensuing year. The new slate of officers looks good. In C. W. "Chuck" Myers, the NAB acquires a president who is not inclined to indulge in flag-waving. John Elmer, first vice president, Gardner Cowles Jr., second vice president, and Harold Hough, treasurer, are all well-known figures in broadcasting who command the highest respect. With the aid of the newly constituted board, it is up to these men, along with Managing Director Baldwin, to dispel the fears and suspicions that still prevail within the industry.

"Ike" Levy's walkout on the NAB was not unexpected. He had been threatening it for months, and he tried unsuccessfuly to get the networks to walk out with him. His single membership out of the NAB's 400 won't be missed. His entire address, in our opinion, was misconceived. He made too many personal charges; he became too intense in the righteousness of his position, even though there was admittedly some semblance of reason for his opposition to Baldwin. But he displayed doubtful propriety, when, as a member of one trade association he urged forming another from the rostrum and invited stations to bolt the NAB.

Perhaps Mr. Levy figured there would be a stampede to join his organization which would, as he outlined it, be all things to all broadcasters. We haven't heard of a single additional defection. And we predict that there won't be another association worthy of the name this year.

Next year it can be another story. The major networks realize they need the NAB. But so do the independent stations and the NAB need the networks. The networks say they cannot be expected to remain in the association and take it on the chin at every turn, as they did during the last twelve months.

In retrospect, it now appears that Mr. Levy possibly was right in urging the signing of the five-year contracts with ASCAP before the first of the year; that the industry should have stood solid against Warner Bros. on the legal promise of ASCAP to guarantee substantially the same catalog; that Warner Bros. have been soundly trounced by the networks and non-signing stations so far as proving the dispensibility of their music is concerned; that the leadership in copyright, on all sides, has been deplorably weak, and that the solution of copyright is yet to be found.

The NAB must be maintained for the larger battles of the industry—for copyright legislation that will be basic protection against all copyright groups; for protection against the usual run of Congressional onslaughts upon the industry motivated by grasping, self-seeking groups; for three-year licenses; for basic research, and for general development and stabilization of the industry.

There is an industry job to be done by the new administration of the NAB. The convention just ended disclosed a greater awareness on the part of broadcasters of their commercial problems. The quality of men running stations has measurably improved during the last few years. Such men will not tolerate internecine warfare for the mere sake of fighting. We look forward hopefully to 1936-1937 as the reconstruction year for the NAB.

Selling Political Goods

RADIO sells goods — of that there can be no doubt — but we've often wondered whether it really sells "political goods". This third party movement may really test radio's power as a political salesman, for much of it will be fought out via the wave lengths. If the Union Party is duly registered, the Lemke-O'Brien ticket will inevitably rely heavily upon radio appeals to the electorate, for one of the prime movers in the disaffected third party is the extremely radio-wise Father Coughlin.

Though we hate to see regular program schedules so greatly disrupted by political demands for time, what with Democrats and Republicans and Unionists all planning enormous war chests for the purpose, the stations and networks will be obliged to make favorable periods available for these candidates and their spokesmen on an equal basis, presumably according to their ability to pay. All we can say now is we hope the fight from now until November, so far as what is said over the wavelengths is concerned, is as fair as we know the non-partisan broadcasters will be fair in their allotments of time. And we hope the party leaders don't overlook the fundamental fact of radio—that what the American people want first of all is entertainment via the loud speaker and that the less they disturb regular schedules the less resentment they arouse.

Welcome to Our Home

OF ALL industries, public utilities and department stores need most of all the "come in and sit down" intimacy of the fireside to develop cordial relations with the public. So it was not surprising that the Advertising Federation of America sessions in Boston this month heard highest praise from highest sources in these industries for the efficacy of the broadcast message.

Strangely, both of these branches of the nation's commercial life have been slow in adopting radio. Though the ice was broken long ago, many timid companies still hesitate to follow the steps of such successful radio users as Macy's, Bambergers, Gimbels, Marshall Field and J. L. Hudson, to mention just a few department stores; and Cities Service, Philadelphia Co., Niagara Hudson Power, Rochester Gas and Electric, Lone Star and American Gas Association, to mention just a few utilities.

Perhaps the idea can best be expressed by a utility advertising executive. Here was the closing statement delivered at the AFA utility roundtable by Henry Obermeyer, of Consolidated Edison Co. of New York: "It is my opinion, gentlemen, that radio advertising is the best available medium for a closer and more intimate contact with the consumer."

Reallocation Hearings

HEARINGS that may change the entire technical structure of American broadcasting are slated before the FCC Broadcast Division in October. These are the long-awaited deliberations in anticipation of a possible general broadcast reallocation.

The FCC is wise in scheduling the general sessions. Originally there was sentiment in favor of first ordering a reallocation and then hearing the complaints. That would be like sentencing a man before he had a trial. The FCC's decision to follow open hearing procedure, is the better part of discretion, even though the radio law conceivably permits a sentence first and a trial afterward.

The Broadcast Division will take testimony on the advisability of realigning the broadcasting spectrum; on allowing super-power, and on horizontally increasing the powers of stations in the regional and local categories. Too much is at stake to undertake a task of such magnitude without full, free and considered judgment.

There are flaws in the present broadcast band. Most of them have resulted from political machinations. Broadcasters themselves in many cases are responsible for grants which flew in the face of technical regulations and engineering limitations. They applied the pressure that resulted in the destruction of sound engineering allocations. The result is far from scientific allocations.

We have confidence in the FCC Engineering Department and believe that in whatever recommendations it may make as a result of the October hearings will be based purely on scientific conclusions. Broadcasters should be prepared to make the most of the opportunity at the hearings and present data that will help in the formulation of a technically perfect plan for realignment of broadcasting, if it is concluded a reallocation is necessary.

We Pay Our Respects To —

CHARLES WILLIAM MYERS

THIS YEAR organized broadcasting goes into a "reconstruction period" after a siege of internal strife that threatened unity in the ranks of the National Association of Broadcasters. To lead it out of this morass of factional disturbance, the membership of the NAB has called upon Charles William Myers, wheelhorse of the association's board of directors for the last four years and operator of KOIN and KALE, Portland, Ore.

In electing "Chuck" Myers to the NAB presidency, the nation's broadcasters chose a man with a quarter-century experience in the newspaper field and more than a decade in broadcasting. They selected a man who long has commanded the respect and confidence of those with whom he has been thrown in contact, and whose rise in this workaday world has been no less spectacular or meteoric than the rise of radio itself.

Chuck Myers was practically drafted for the helm of the NAB. Even though he declared himself not a candidate for the post, a stalwart group of friends and admirers placed his name in nomination. Thus he finds himself at the top of the NAB ladder after an inconspicuous start at the bottom rung. In 1933 he was elected to the NAB board following several years as a member. He served for two years, and then was elected second vice president for the 1934-35 term. Last year he was elevated to the first vice presidency, and this year won the presidency.

The operator of two "average" stations, Mr. Myers represents no class group in broadcasting. His stations are independently owned, and are outlets for CBS. He owes no allegiance to any class of stations and always has been independent in his views.

Chuck Myers has a whimsical sense of humor. It is appropriately reflected in the call letters of his two stations — KOIN and KALE. While he refers to them as a "gag", he neverthless had in mind when he devised the call combinations that they spelled words and words are much more easily committed to memory than a series of tongue-twisting consonants and vowels.

Horatio Alger would have found an apt subject in Charles William Myers. He was born on a farm near Muscatine, Ia., on Jan. 25, 1881, and attended country school on a catch-as-catch-can basis until he was 13. The only child in the farm family, "Chuck" left home at 19 and took a job in the mailing room of the *Clinton* (Ia.) *Herald*. For seven years he toiled on the newspaper, successively serving in the circulation department, as circulation manager, then advertising manager, and finally business manager.

It was in 1910 that Chuck Myers left Clinton for more fertile fields and became advertising manager of the *Bay City* (Mich.) *Tribune*. One year on that newspaper convinced the important Scripps League of newspapers that he was capable of bigger things and he was selected for the advertising department of the *Des Moines News*.

The trek to the country's "last frontier", as Chuck describes it, began in 1913, when Scripps assigned him to the advertising managership of the *Portland* (Ore.) *News*. There he served conspicuously for 16 years. The first six were as advertising manager and the last decade as business manager. During that period the *News* increased its circulation from 14,000 to 65,000.

Recognizing broadcasting as an important projection of the newspaper, Mr. Myers in 1925 organized a group of business men and established KOIN, himself procuring a minority interest. Six years later, as the station developed under his capable management, along with its sister outlet, KALE, which was acquired afterward, Mr. Myers left the business management of the *News* to devote full time to broadcasting. Meanwhile he had acquired controlling interests in the corporations operating the two stations. He made an affiliation with the *Portland* (Ore.) *Journal* and the newspaper acquired minority interests in the stations.

Throughout his broadcasting operations his close associate has been C. Roy Hunt, general manager and stockholder of both stations. Mr. Hunt's efficient management of the stations will enable Mr. Myers to devote considerable time to NAB affairs.

Just before Chuck Myers left his native Iowa for Michigan he married Gertrude E. Nichols of Clinton. Both are ardent fishermen and get out to the trout streams around Oregon and Washington regularly. Chuck also is an enthusiastic amateur photographer and goes in seriously for color movies. For the entertainment of his friends, he carried to the Chicago convention of the NAB several hundred pounds of equipment and films and put on his own movie show. Mrs. Myers, a gifted writer and composer, conceives the titles for the movies. Many of her compositions have been heard on network and local productions.

The Myers reside on a beautiful estate on the outskirts of Portland. Mr. Myers is a Mason, Shriner and Jester, the last named an honorary Shrine organization. He is a member of the Portland Chamber of Commerce, the Advertising Club and other civic clubs of the city. He attends the Presbyterian church.

PERSONAL NOTES

WILLIAM S. PALEY, CBS president, and Mrs. Paley sailed July 1 aboard the *Normandie* for a two-month sojourn in Europe.

JAMES C. HANRAHAN, vice president of Continental Broadcasting Co., Scripps-Howard Newspapers radio subsidiary, has taken offices in the National Press Bldg., Washington, D. C. Continental headquarters are in New York.

PHILLIP G. HENNESSEY Jr., NBC Washington Attorney, planned to spend the second and third weeks in July in Nova Scotia with Mrs. Hennessey on a fishing trip.

DR. FRANKLIN M. DOOLITTLE, operator of WDRC, Hartford, has taken delivery of his new Fairform yacht, which he has named *Decibel*, at Jacksonville, Fla., and plans to spend his summer vacation by taking a cruise with his family and friends via the inside route from Florida.

HAROLD KEHLET, recently with Bankers Trust Co., Muskegon, Mich., has joined the commercial staff of WKBZ, Muskegon.

DONALD FLAMM, president of WMCA, New York, sailed aboard the *Conte Di Savoia* from New York on July 2.

H. A. SEVILLE, formerly a salesman of WJEJ, Hagerstown, has joined WBAX, Wilkes-Barre, Pa.

PETER A. KIRKEY has been appointed commercial director of CFCO, Chatham, Ont., a post formerly held by Jack Murray. Mr. Kirkey was connected with CKCL and CKOC.

RICHARD FISHELL has been promoted from the special events department of WMCA, New York, to be station relations manager for the Inter-City Group.

EUGENE THOMAS, sales promotion manager of WOR, Newark, on July 3 was promoted to assistant sales manager, with his assistant, Joseph Creamer, succeeding to his post.

DR. GEORGE HALLEY, has resigned from the sales staff of Affiliated Broadcasting Co., Chicago, to rejoin KMBC, Kansas City, of which he was formerly commercial manager. He will be special representative in charge of program sales in Chicago. KMBC originated *Easy Aces*, *Phenomenon* and other features that later went national.

EARLE C. ANTHONY, owner of KFI and KECA, Los Angeles, accompanied by Mrs. Anthony and their guest George McManus, cartoonist, sailed June 29 from Seattle, Wash., on a six-weeks cruise of the British Columbia coast. He chartered the 150-ton British Columbia yacht *Norsl* for the outing.

MERLE JONES, regional sales manager of KMBC, Kansas City, resigned early in July to become assistant to James D. Shouse, newly named manager of KMOX, St. Louis.

BEHIND THE MICROPHONE

TED MALONE, production man of KMBC, Kansas City, who is author of the *Phenomenon* series of dramatizations of the power industry now being transcribed by AMP for local public utility sponsorship, had his *Between the Bookends* program returned to CBS starting July 13, to be heard Mondays through Fridays, 2-2:15 p. m., EDST.

LLOYD GRIFFIN is the latest addition to the Chicago CBS announcing staff. He began his broadcasting schedule at WBBM June 28.

MARCUS BOYDEN, chief announcer and continuity director of WKBZ, Muskegon, Mich., was married in June to Miss Margaret Snyder of that city.

TRUMAN BRADLEY, who has been a WBBM, Chicago, announcer since the 1935 Worlds Series baseball games, became news commentator of that station on June 30. He helped Boake Carter, WTAM, Cleveland, for CBS. and Quin Ryan, WGN, Chicago, for MBS, in pre-game color descriptions of the game setting in Detroit in 1935 under the sponsorship of the Ford Motor Co.

ROBERT WALDROP, former NBC San Francisco announcer now at Radio City, and Irvin Kennedy, tenor, drove across the continent to spend their vacations in San Francisco.

KENNETH BAXTER, blind announcer of KIRO, Seattle, prepares announcements and commercials on a braille typewriter. Seated before the microphone, he runs his fingers over the characters as he announces his program.

KEN McCLURE, news editor of WOAI, San Antonio, was one of the speakers July 1 at the official opening of the Pan-American Highway at Laredo, Tex.

DON LOGAN, continuity writer and vocalist at KROW, Oakland, Cal., has been made radio editor of the *Oakland Post-Enquirer*, during the five weeks vacation of Paul Nathan.

RUSS LAMB, formerly of KFJZ, Fort Worth, has joined the announcing staff of WBAP, that city.

EDWARD KRUG, announcer of WCAU, Philadelphia, is the father of a baby girl born in June.

BETTY HUDSON, fashion commentator of WJSV, Washington, will sail for Paris in August to review fall and winter fashion openings.

CLAUDE SWEETEN, musical director of KFRC, San Francisco, is the father of a boy, Michael Andre, born June 21, in that city.

BOB BENCE, chief announcer at KFRC, San Francisco, and Murray Bolen, station studio engineer, have teamed up for *The County Fair*, which is broadcast over 8 CBS-Don Lee network stations, Fridays, 8:30-9:00 p. m. (PST), under sponsorship of Golden Glow Brewing Co., San Francisco.

SIDNEY P. MORSE, radio artist agent of Chicago, has joined the William Morris Agency to handle local and national talent and shows. He takes with him Helen Bartush, Carol Whamond, Lona Terry, Honey Silver and other acts he has been handling.

GEORGE D. HAY, veteran announcer of WSM, Nashville, known as the *Solemn Old Judge*, was appointed a Texas Ranger by the Governor of Texas, and was also made an honorary deputy of Fort Worth, while opening the WSM exhibit known as the "Texas-Tennessee Hall of Heroes" at the Centennial.

RUSSELL BAKER, announcer of WOW, Omaha, for two years, resigned July 1 to join a dramatic company playing in Colorado towns.

LLOYD GRIFFIN, formerly with KYW and the old WIBO, Chicago, and during the last year with WLW, Cincinnati, and WXYZ, Detroit, on June 28 joined the announcing staff of WBBM, Chicago.

ED CURTIN, NBC press department in Radio City, went to Plattsburg, N. Y., for two weeks' training in June with the army reserve corps, in which he holds a commission. Upon completion of this training assignment he joined Mrs. Curtin and sailed to Bermuda for another two weeks before returning to New York.

JOHN ECCLES, chief announcer of WJR, Detroit, commutes to New York weekly to announce the Ferde Grofe transcription series for Ford Motor Co.

DAVE DRISCOLL, who has been doing Transradio news broadcasts over WOR, Newark, has been added to the WOR special features department.

HERMAN NEUMAN, musical director, WNYC, New York City municipal station, is on a three-month leave of absence to study radio education in Europe. He will conduct concerts, of American music, in several foreign capitals.

J. DONALD WILSON in June became narrator for the Hix *Strange as It Seems* program on the Don Lee-CBS network on the West Coast as a live talent program and in the East via transcriptions for Ex-Lax.

EARLE KALUSCHE, program director and chief announcer of KFRO, Longview, Tex., was married June 16 to Miss Marie Hammons, of Jackson, Miss. Jack Bonner, local minister who takes the role of the "Friendly Old Commentator of KFRO", performed the ceremony.

HARRY PECK, announcer and newscaster of KFBI, Abilene, Kan., was married June 20 to Miss Susan Smothers, of Abilene.

MAURICE CONDON, formerly continuity director of WGAR, Cleveland, returned to the station on July 1 after several months of free lance radio writing and announcing in Chicago and St. Louis. Hal Hubert, WGAR announcer, resigned from the station's program staff to accept a position with The Great Lakes Exposition Radio staff. He assumed his new duties on July 10.

W. J. COSTELLO, formerly of KGVO, Missoula, Mont., has joined the announcing staff of KFBB, Great Falls, Mont.

CARLOS BORCOSQUE, Hollywood Spanish language reporter, will soon add broadcasting to his activities. For many years Borcosque has acted as Hollywood reporter for leading newspapers of Latin America. He recently signed a contract with Broadcasting Abroad, Ltd., New York transcription company, which states that a sponsor has been secured for the first series of 26 programs which will be shortly released throughout Latin America.

JOHN HAYES of WNCW, Newark, is writing a novel on radio to be titled "Both Sides of the Mike".

ELWYN QUINN, of Idaho Falls, Id., has joined the announcing staff of KDYL, Salt Lake City.

EUGENE STEPHEN HALEY, 21 year old page boy in the NBC studios in New York, is author of a historical radio play "Storming of the Bastille", which the NBC-Blue carried on Bastille Day, July 14.

Yarmouth Outing

INTERNATIONAL RADIO CLUB of which Jack Rice, Florida ex-broadcaster, is the major-domo, will hold its 1936 meeting at Yarmouth, Nova Scotia, Aug. 24-28. There will be an election of officers, according to Mr. Rice. The last party was held in Havana last winter.

HOWARD WAY, musician, composer, arranger and one of radio's first continuity writers, was added to the Texas Centennial Exposition radio staff this month to write and produce a series of half-hour variety shows to be offered transcontinental networks on a sustaining basis.

MARY CARSON, assistant program director of WIP, Philadelphia, has resigned. Her place was taken by Margaret Hanley of the publicity staff. Joe Weeks, formerly of WIP, who recently joined the announcing staff of WGN, Chicago, is back at WIP.

HAROLD ISBELL, who appears in the *Broadcast Rhymster* programs on WBBM, Chicago, is teaching three classes in radio production, writing and marketing this summer as head of the radio division of the speech courses at Northwestern University.

LOIS LAVERS, for the last 18 months in the continuity department of KFRC in San Francisco, has resigned effective July 15.

JENNISON PARKER, well-known Pacific Coast script writer, who recently returned to San Francisco from the East where he appeared on the Rudy Vallee show and with the *Al Pearce Gang*, has joined KFRC, in that city, as comic and continuity writer. Parker is also preparing a series of scripts for Al Pearce's use this fall when he returns to the air under sponsorship.

RICHARD HOLMAN, former program director of KYA, San Francisco and now writing and acting in the *Cub Reporter* serial for MacGregor & Sollie Inc., Hollywood transcription producers, and Miss Ruth Fisher of San Francisco, eloped to Yuma, Arizona and were married on July 6.

DONALD CURRLIN, after a tonsil operation which kept him away from his duties more than two weeks, has returned to the KSFO, San Francisco, announcing staff.

RALPH EDWARDS, for the last six months on the announcing staff of KFRC, San Francisco, resigned effective July 15 and leaves this month for New York. His successor at KFRC is Tobe Reed who has been relief announcer for the past couple months.

LESTER GOTTLIEB, publicity director in New York for the Mutual network, on July 12 was married to Miss Henrietta Wiston of Cincinnati. They are honeymooning in Atlantic City.

NED BERMAN, formerly the *Globe Trotter* for the *Oakland* (Cal.) *Post-Enquirer*, on KSFO, that city, has been added to the announcing staff of KROW's auxiliary studios in San Francisco. He succeeds Bert Winn, transferred to the main studios of KROW, Oakland, in a similar capacity. Mercedes Prosser has been added to the station's production department as assistant to Scott Weakley, KROW production manager.

ED FRANKLIN, for the past two years on the announcing-production staff of KJBS, San Francisco, has been appointed program director of the station, succeeding Frank Cope, who resigned to join NBC July 1 in that city as western division production manager. Franklin's appointment was announced by Harry Wickersham, production manager.

FAIR MANAGER—To the gallery of portraits of women station managers published in our July 1 issue should be added that of Mrs. W. J. Virgin, for the last ten years owner-operator of KMED, Medford, Ore., whose picture arrived too late for inclusion.

BILL DAVIDSON, writer and producer at KFRC, San Francisco, has been made assistant production manager of the station, succeeding Arnold Maguire, who resigned to join NBC in that city as a producer. Davidson has been associated with KFRC for one year, coming from the Don Lee network station, KHJ in Los Angeles, where he appeared in dramatic productions.

CHET CATHERS, formerly program director of KOMO and KJR, Seattle, Wash., has moved to San Francisco where he plans to continue his radio activities.

LUCY CUDDY, at one time dramatic producer at KFRC, San Francisco, has been appointed head of the dramatic production department of KSFO in that city. George Robinson and Arthur Devine have also been added to the staff of KSFO as junior announcers.

CLIFF ENGLE and Dick Ellers, NBC announcers in San Francisco, proved their versatility on June 28 by qualifying as first rate smoke eaters. Stopped by a highway brush fire near Redwood City, Cal., while returning to the studios, both Engle and Ellers were pressed into service as fire fighters. A bit mussed up, they returned to the studios just in time to take over their air assignments.

PAT KELLY, on the production staff of NBC in San Francisco since 1930, resigned July 15 and after an extended vacation will announce his new affiliation.

FRANK MANOV, new to radio, has joined the announcing staff of KRE, Berkeley, Cal. He succeeds George Stuart who resigned to become announcer-operator at KJBS, San Francisco.

HERB LEWIS has been shifted from the announcing-operating staff of KJBS, San Francisco, to KQW, San Jose, Cal.

CLINTON (Buddy) TWISS, NBC announcer in San Francisco, will become commentator for the *Langendorf Pictorials* during the six weeks vacation of Rush Hughes which starts July 18. The quarter hour feature, sponsored by Langendorf United Bakeries, Inc., is heard over 4 NBC-KPO stations five days weekly at 3:45 p. m. (PST).

MARJORIE GIBSON, girl announcer of WLS, Chicago, is spending part of her vacation having her tonsils removed.

KNX Transfer

(*Continued from page 20*)

mated that in 1936 the earnings would reach $200,000.

Mr. Klauber testified that CBS has found from experience that it is beneficial to own local outlets in major cities which serve as program originating points for the network. KNX, he brought out, would be the nucleus of the CBS expansion on the Pacific Coast. He explained that CBS intends to establish Pacific Coast headquarters under Vice President Thornburgh and originate many programs from Los Angeles. He brought out also that the existing CBS arrangement with Don Lee Broadcasting System is unsatisfactory, since CBS does not have its own organization on the Coast and has been dependent upon Don Lee for practically all service.

Use of Coast Talent

REGARDLESS of whether the FCC permitted CBS to take over KNX, he testified, the network intended to build an organization on the Coast both to serve the listeners in that area and to tap the talent and other resources of the Coast. He said CBS will set up a complete sales program, sales promotion and publicity organization under the direct management of Mr. Thornburgh and the supervision of New York headquarters.

Mr. Klauber emphasized that CBS endeavors to keep the local identity of the stations it owns and operates. These stations, he said, usually are placed under the management of an individual who becomes the head of the subsidiary corporation. All matters of civic welfare, local causes and civic betterment are espoused by such stations, he said.

Questioned by CBS counsel, Duke M. Patrick, Mr. Klauber described the program policies of CBS. He brought out that these bar advertising of laxatives, depilatories, deodorants and similar products which are not construed to be in good taste. Moreover, he said, definite rules have been set up covering broadcasting of children's programs.

Mr. Runyon testified he felt the KNX purchase was a good one for CBS not only from the standpoint of the network's development plans on the Coast but also as an investment. He said he advised acceptance of the purchase after making a thorough-going analysis of the financial structure. He corroborated Mr. Klauber's testimony concerning desirability of having ownership of a local station as the nucleus of the network expansion. Among other things, he brought out, a network requires the same sort of staff used by a station and that it is good economy to operate a station along with the network activities. He said the CBS staffs on the Coast would be augmented.

George P. Adair, senior engineer of the FCC Broadcast Section, testified that the KNX estimate of the value of its transmitter and studios, placing it at $167,982, was a reasonable one. Of this, he said $15,000 represented cost of the antenna. He estimated the depreciated value of the equipment and studios at $63,762, and the replacement value at $115,000 for the transmitter and $4,900 for the antenna.

FRAME YOUR SALES PICTURE WITH DOLLARS

Only KDKA covers the complete Pittsburgh market—the tri-state area. And today there is a greater demand for goods than in years due to reconstruction activity. There's your sales picture. Let KDKA give it a handsome frame of profits.

KDKA **50,000 WATTS**
NBC Blue Network
PITTSBURGH

Completely programmed by NBC

New York, Capital Fete WSB Scholastic Group

TWENTY children, winners among Georgia's 300,000 grammar and high school enrollment, were guests of the *Atlanta Journal School of the Air* the second week in July on a trip to Radio City in New York and to Washington headed by Louis T. Rigdon, of the staff of WSB, Atlanta, who founded and conducts the school, and accompanied by Mrs. Rigdon. Each of the children won a scholarship to a Georgia college or university in district contests during the last year covering declamation, recitation, piano, voice, violin, etc.

In New York they were greeted by NBC officials and in Washington they were welcomed by FCC Commissioner E. O. Sykes, himself a Southerner from Jackson, Miss., after which they visited the White House. WSB conducted the contests in cooperation with WMAZ, Macon; WTOC, Savannah, and WRDW, Augusta.

WOW

WOW not only are the call letters of an Omaha station, but they spell the name of a race horse recently acquired by an Omaha sportsman. The station, incidentally, has just closed the broadcast season for the local Ak-Sar-Ben races, sponsored by the Fontenelle Brewing Co. Michael Mahoney, WOW handicapper, had an exceptional season for picking winners.

UNIVERSAL Radio Features is a newly organized concern in San Francisco which is servicing radio news and program schedules to newspapers. Headed by Richard F. Guggenheim as president and general manager, the organization sponsors the copyrighted feature known as the "Radio Chart" which is a differentiated classifying system of program schedule presentation. A radio program production and continuity department will shortly be added, according to Guggenheim.

Transradio Press Plans Facsimile News Service

TRANSRADIO PRESS SERVICE launched a drive for regular commercial broadcasts of news by facsimile during the NAB convention, with Herbert Moore, its president, predicting that facsimile broadcasting will be inaugurated well before the first of the year.

A model home facsimile receiver was demonstrated in Transradio's fully equipped newsroom exhibit. The system demonstrated was that being introduced by Fultograph Inc., 342 Madison Ave., New York, and invented by Capt. O. Fulton, British inventor who asserts that his 60-pound transmitter-scanner unit can be built for less than $5,000 and can be attached to any regular broadcast transmitter regardless of wave length.

Steadily increasing demand for news broadcasts was reported by Mr. Moore, who stated that Transradio now serves more than 260 stations in 46 states.

Ohio Applications Prove Conflicting

Examiners Urge Denial Scripps Petitions on Money Grounds

DENIAL of the applications of Continental Radio Co., Scripps-Howard Newspapers subsidiary for new local broadcasting stations in Toledo and Columbus, O., was recommended to the FCC in separate examiner's reports made public June 29. In both cases the examiners, among other things, found that Continental was not financially qualified to operate the stations. This provoked considerable surprise, since Continental is a 100% subsidiary of Scripps - Howard newspapers, which publish 24 newspapers throughout the country.

The Toledo application sought assignment on 1200 kc., with 100 watts power, daytime. In his report Examiner P. W. Seward raised a question about an item of $127,000 in the Continental financial statement designated as "good-will". Moreover, the examiner held no need for additional service had been shown, and that objectionable interference would result. Community Broadcasting Co. also has applied for the same facilities in Toledo, as has the U. S. Broadcasting Co. The latter, however, has not been heard.

WALR Recommendation

IN A REPORT made public July 11, Examiner Ralph L. Walker recommended to the FCC that it either revoke its order of Sept. 25, 1934, granting the application of WALR, Zanesville, O., to move to Toledo or modify that order so as to permit the operation of the station in Toledo during daylight hours only. WALR operates on 1210 kc., with 100 watts, unlimited time. Examiner Walker brought out that the two pending applications for stations in Toledo seek the 1200 kc. assignment and that in event WALR moves to that city, the granting of these applications would be precluded because objectionable interference would result.

In another report, made public July 11, Examiner Walker covered the application of the Community Broadcasting Co., for a station on 1200 kc., with 100 watts, daytime, in Toledo. He recommended that in the event the applications of WALR and of Continental are denied, then the Community application should be granted.

In the case of the Columbus application, seeking a station on 1310 kc., with 100 watts, full time, Examiner Robert L. Irwin, also raised the question about the $127,000 "good-will" item. He held the applicant was legally, technically and financially qualified to construct the station, but it is not shown that it is "adequately financed to successfully operate the station."

Beyond this, Examiner Irwin concluded it was not shown that there is need for the new station's service and that interference would result to certain stations. In this case also there is the competitive application of U. S. Broadcasting Co., which has not yet been heard.

It was indicated that motions to remand the cases to the examiner for the taking of additional testimony will be made by Continental, particularly to clear up the question of financial responsibility of the company.

SELLING SAN DIEGO . . .
AND DOING A THOROUGH JOB OF IT!

KGB

●KGB's popularity among listeners is constantly reflected in substantial budget increases by advertisers who have learned how to reach *and sell* San Diego buyers... For *better* results include KGB in your next Pacific Coast spot campaign.

DON LEE BROADCASTING SYSTEM

Los [illegible] Office, 1076 [illegible] San Francisco Office, 1000 Van Ness Avenue

★ ★ ★ ★

F*rom EVERY point of view,* WLW is one of the Nation's outstanding broadcasting stations.

F*rom EVERY point of view* of WLW's 97 national advertisers, however, it is the key avenue to sustained and additional sales throughout the wide and wealthy **"LAND OF THE NATION'S STATION".**

THE CROSLEY RADIO CORPORATION • CINCINNATI

WSM

sells all things to all men in the South

● IT may seem a far cry from the country cross roads merchant to the executive in a sophisticated urban department store. Grocers, Druggists and Automobile dealers may seem faced with selling problems as widely diverse as the poles. An agent for Motor Oil and Gas would hardly parallel merchandising experiences with the president of a famous work garment factory. Their consumers differ as greatly as their products. *Yet they must all find a means of moving goods.*

And the fact that WSM has proved itself the most efficient and economical selling aid to so varied an array of industry lends itself to an unmistakable conclusion!

WSM SELLS ALL THINGS TO ALL MEN IN THE SOUTH

Wise advertisers will also take note of the fact that the South is the Nation's fastest growing section.

WSM **50,000 WATTS**

National Representatives, Edward Petry & Co., Inc.

Owned and Operated by

THE NATIONAL LIFE & ACCIDENT INSURANCE CO.
ncorporated

Nashville, Tennessee

Broadcast Income Decreased Slightly In Seasonal Trend

National Nonnetwork, Regional Network Records Increase

BROADCAST advertising in May totaled $8,545,594, showing a drop of 3.2% from April, the usual seasonal trend. Regional network and national non-network advertising rose, contrary to the usual season downswing, while local broadcast advertising declined instead of rising as usual.

Non-network advertising gained 2.3% in May, due to a national non-network increase of 5.1%. Local station volume showed the most pronounced gain, increasing 14%, while clear channel non-network volume declined slightly. Non-network advertising on the Pacific Coast showed the greatest gain over April while that in the South declined the most markedly.

The outstanding development of importance in the rendition field, was an increase of 21.4% in national live talent volume. Local non-network advertising by type of rendition remained practically unchanged from the preceding month.

Financial Sponsors

PRINCIPAL gains for May included: In the national network financial advertising; national non-network soap, radio, tobacco and food volume; regional network tobacco and beverage sponsorship; local gasoline and accessories, drugs, and beverages.

Broadcast advertising recorded a somewhat greater gain in May as compared to the corresponding month of 1935 than was the case in April. The May increase over the same month of last year was 13.2% as against 9.5% in April. Regional network and national non-network volume continued to register the most marked increases. National magazine advertising continued to gain more rapidly than radio, rising 19.0% above the previous May's level.

Non-network advertising as a whole rose 17.7%. The most marked gain occurred in the local station field, where non-network volume increased 53.5% over the preceding May. Non-network business in the South gained 41% as compared to last year, while New England-Middle Atlantic volume alone declined, dropping 3.8%.

A material increase was registered in the national field by both transcriptions and live talent business, the latter after several months of comparative sluggishness. In the local field, transcription volume continued to exceed last year's level to a material degree. Announcement volume decreased both locally and nationally.

Broadcast advertising by various sponsoring groups was generally strong when compared to last May, few declines of importance taking place. National network drug, food and housefurnishing volume, national non-network clothing, beverage and confectionery advertising and local drug and pharmaceutical advertising constituted the principal declines. On the other hand important gains were experienced in all phases of automotive advertising, in national network beverage, confectionery and tobacco business, regional network accessory and gasoline, food, beverage and soap advertising, national non-network gasoline, drug, food, housefurnishing and tobacco volume and in local beverage and financial advertising.

Income for five months of 1936 follows:

	May	April	Cumulative Jan.-May
Nat. Net.	$4,445,346	$4,830,251	$24,202,213
Reg. Net.	124,648	113,647	538,613
Nat. Nonnet	2,035,680	1,937,800	9,644,690
Local	1,939,920	1,947,790	8,499,590
Total	$8,545,594	$8,829,488	$42,884,446

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

P. O. N. Spreads Over East In Extensive Campaign

CHRISTIAN FEIGENSPAN BREWING Co., Newark, (P. O. N. beer) in addition to using a six-weekly program on a three-station network (WMCA, WNEW, WAAT) and a nightly sports program on WOR is using programs on 15 other stations in New England, New Jersey and New York plus the Yankee network. The complete schedule follows:

WHOM, Jersey City has quarter-hour programs in Jewish, Polish, German, and Italian, a total of 12 programs each week, three in each tongue; WCAP, Asbury Park, N. J. has three announcements Mondays through Fridays, at various times; WRRB, Red Bank, N. J., two announcements daily, Mondays through Saturdays; WPG, Atlantic City, Transradio news Mondays through Saturdays, 12-12:15 noon, with special news flashes throughout the day; WCAM, Camden, Mondays through Fridays with 15-minute organ recitals; WTNJ, Trenton, four announcements a day, two daytime, two at night, five days a week. WICC, Bridgeport, *Town Topics*, 150 word announcements, twice a day, six days a week, and 100-word announcements before and after news reports seven days a week; WDRC, Hartford, three 15 minute transcriptions, Tuesdays, Thursday and Saturday mornings; WNAC, Boston, *Shopping Around the Town*, 150 word announcements, participation program, six days a week. Yankee network news broadcast, 100-word announcements, once daily, seven days a week; WORC, Worcester, one-minute announcements, Mondays through Saturdays, in the morning; WLBZ, Bangor, Me., 200 word announcements, five days a week; WCSH, Portland, Me., same schedule as WLBZ; WNBF, Binghamton, five minute broadcast featuring Letita Lyon every morning, five days a week; WSYR, Syracuse, news program, 7:30-7:40 a. m., Mondays through Saturdays; WEAN, Providence, 150-word announcements in *Around the Town* participation program, six days a week.

WWNC
ASHEVILLE, N. C.
Full Time NBC Affiliate *1,000 Watts*
Asheville's Biggest Summer Business in Years!
THOUSANDS here from everywhere. And the trade stimulus from this increased tourist population will be felt for many weeks to come. Rush your sales messages over WWNC — and "cash in"!

Straight for the Pin!

THAT'S where these great National Broadcasting Company outlets carry the sales drives for spot and local advertisers. Nine rich markets stretching out, and these stations are just the clubs you need to send your story "straight to the pin."

If you are an advertiser bent on cracking par over local sales courses, select your stations with care. These listed have topflight rankings—they are powered with all the prestige of the *world's largest radio organization.*

These are the stations . . . the pick of the pack:

NEW YORK
WEAF . . 50,000 watts
WJZ . . . 50,000 watts

THE GREAT NORTHEAST
WGY . . . 50,000 watts

NEW ENGLAND
WBZ-WBZA
51,000 watts

NORTHERN OHIO
WTAM . . 50,000 watts

DISTRICT OF COLUMBIA
WRC . 1000-500 watts
WMAL . 500-250 watts

PITTSBURGH AND THE TRI-STATE MARKET
KDKA . 50,000 watts

CHICAGO
WMAQ . 50,000 watts
WENR . 50,000 watts

DENVER AND THE ROCKY MT. REGION
KOA . . 50,000 watts

SAN FRANCISCO
KGO . . 7,500 watts
KPO . . 50,000 watts

Completely Programmed by NBC

☆ *For full information about one or all of these stations, contact the one nearest you. Each station represents every other station, and the sales offices of NBC represent them all.*

GOLD STARS!

★ ★ ★ ★ ★ ★

Out of a clear sky comes this very much appreciated comment from a well known New York radio executive:

"I want to thank you and congratulate you for an hour of exceptionally good radio entertainment.
"I was driving through the Pennsylvania mountains on Memorial Day and heard your hour program, over my car radio, dedicated to the Fifth Anniversary of your joining the Columbia Network.
"It was a swell show, brilliantly conceived and performed. In fact, if a copy of the continuity is available, I would like very much to have it.
"Everybody who had a hand in the show deserves a couple of gold stars."

First of all, this letter indicates a most important coverage fact—that WWVA can be heard in the Pennsylvania mountains, a very difficult area to penetrate. Second, it emphasizes our program policy of original radio showmanship—a factor which has attracted an enormous WWVA following.
NOW is the time to select your choice times for that coming fall and winter radio campaign.

★ ★ ★ ★ ★ ★

West Virginia Broadcasting Corp.
Hawley Building
WHEELING, W. Va.

Representatives:
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

BurkeBoyce,FrankChase Aid Federal Workshop

Mr. Chase

BURKE BOYCE, former continuity director of NBC, and Frank Chase, formerly program manager of the NBC transcription department, on July 6 joined the WPA Radio Workshop staff, now offering a special course in radio technique in cooperation with New York University. William Dow Boutwell, director of the educational radio project for which $75,000 in federal relief funds were allocated and which is now headquartering in New York, announced that Mr. Boyce will supervise script writing and Mr. Chase will supervise production and program building, each directing groups of students. The students are drawn from college, university or school employes already engaged in creating and producing educational radio programs.

WBBM Moves Studios

FOLLOWING an overnight move of the entire WBBM program offices, construction began July 7 on studio No. 9 and CBS Chicago executive offices, two units in the complete rebuilding of the Chicago-CBS studios. Plans call for the completion of the offices and two new studios before the fall radio season begins. Complete rebuilding of the present Wrigley building studios will follow. Work also has begun within a week on the new 400 seat WBBM Air Theater to be located on the first floor of the Wrigley building. Contracts have already been signed for several large local audience shows to make their debut in the theater before October 1.

ANDREW LOVE, NBC continuity editor in San Francisco, will give a course in radio continuity writing at the University of California Extension Division, that city, starting September 16. First of its kind to be included in the extension curriculum, the course will cover all phases of radio continuity writing.

PAYMENT OF BILLS
Credit Bureau Officials Find Radio Best Medium

Credit Experts Credit Radio

RADIO is the best medium for promotion of credit bureaus, according to two credit managers of Pittsburgh department stores, Col. Franklin Blackstone (left), of Frank & Seder, and Leon Michaels, of the Harris Stores.

In a joint talk delivered over WOW during the recent National Retail Credit Association Convention, Omaha, Col. Blackstone said: "Mr. Michaels and I believe that broadcasts are not only helpful in selling, but impress upon individuals the value of paying bills promptly to create and maintain a good credit rating that will be helpful in time of necessity."

Mr. Michaels said: "I am convinced that radio is the best medium for publicizing our credit bureau. It does more to make customers realize the value and necessity of maintaining a good credit rating than any other means attempted."

Speaking of new business, Mr. Michaels stated: "An actual test conducted by Harris Stores proved its real value. Of a number of customers who came in and obtained new accounts, radio brought in 8% more customers than newspapers."

WLS **News Reporter**

Julian T. Bentley

6th. *in* **Nationwide Radio Guide Poll**

Julian Bentley, WLS News Reporter, is 6th among all news commentators in Radio Guide's Annual Nationwide Listener Vote — 1st among single-station newscasters. Only Lowell Thomas, Boake Carter, Edwin C. Hill, Walter Winchell and Jimmy Fidler led him.

Bentley's only work is on WLS — his broadcasts daytime exclusively. His standing is a tribute to his own ability and to the loyalty of the WLS audience.

His commercial record rivals his popularity. One advertiser has used announcements in conjunction with WLS newscasts three years; another, four years. One period is available now. Ask about it.

WLS CHICAGO

THE PRAIRIE FARMER STATION
50,000 Watts 870 Kilocycles
Burridge D. Butler, *Pres.* Glenn Snyder, *Mgr.*
National Representatives: John Blair and Co.

Studios in San Francisco Being Remodeled by NBC

MODERNIZATION of all technical equipment in the San Francisco headquarters of NBC is under way. New microphones, new amplifiers, a new mobile unit and other type of modern equipment are being installed. A. H. Saxton, western division engineer in that city, stated that within the next ten days the San Francisco studios will be fully equipped with the same type of equipment as that found at Radio City. All microphones not of the velocity or "ribbon" type will be replaced.

New 40C studio amplifiers will be installed in all studios and the automatic switching system is being outfitted with new relays and jacks — about a thousand separate items of equipment, which will make the panel in the control room standard with the type used in Radio City and Chicago. Mobile Unit No. 5, has been ordered and will be in operation shortly, and will be the last word in modernization.

Rep. Uses Films, Discs To Sell Station Market

A NEW type of station market presentation was shown at the NAB convention for the first time by John Blair & Co., station representatives. AFA slide films and RCA transcriptions are coordinated to present an audible and visual picture of a station's market. Prepared by Murray Grabhorn, chief of the New York office, presentations are 11 minutes long and feature the KIRO, Seattle, and KWHK, Shreveport, markets. It is believed that this new type of market study adapts itself to all except the few largest and best-known markets, and the presentations will be extended to include all Blair stations.

This visual and audible presentation is limited solely to such market information as population, number of communities, wealth of communities, types of industries. The regular run of station data, aside from market information, is reserved for separate presentation.

Loose-Wiles Campaign

LOOSE - WILES BISCUIT Co., Long Island City, N. Y., on July 6 began a series of one - minute live announcements on eight New England stations, placed mostly during evening hours. Contract runs to Jan. 1, 1937. Stations included in the campaign are: WICC, Bridgeport; WTIC, Hartford; WCSH, Portland; WEEI, Boston; WTAG, Worcester; WJAR, Providence; WMAS, Springfield; WAGM, Presque Isle, Me. Newell-Emmett Inc., New York, placed the account.

Kleenex Plans Fall Series

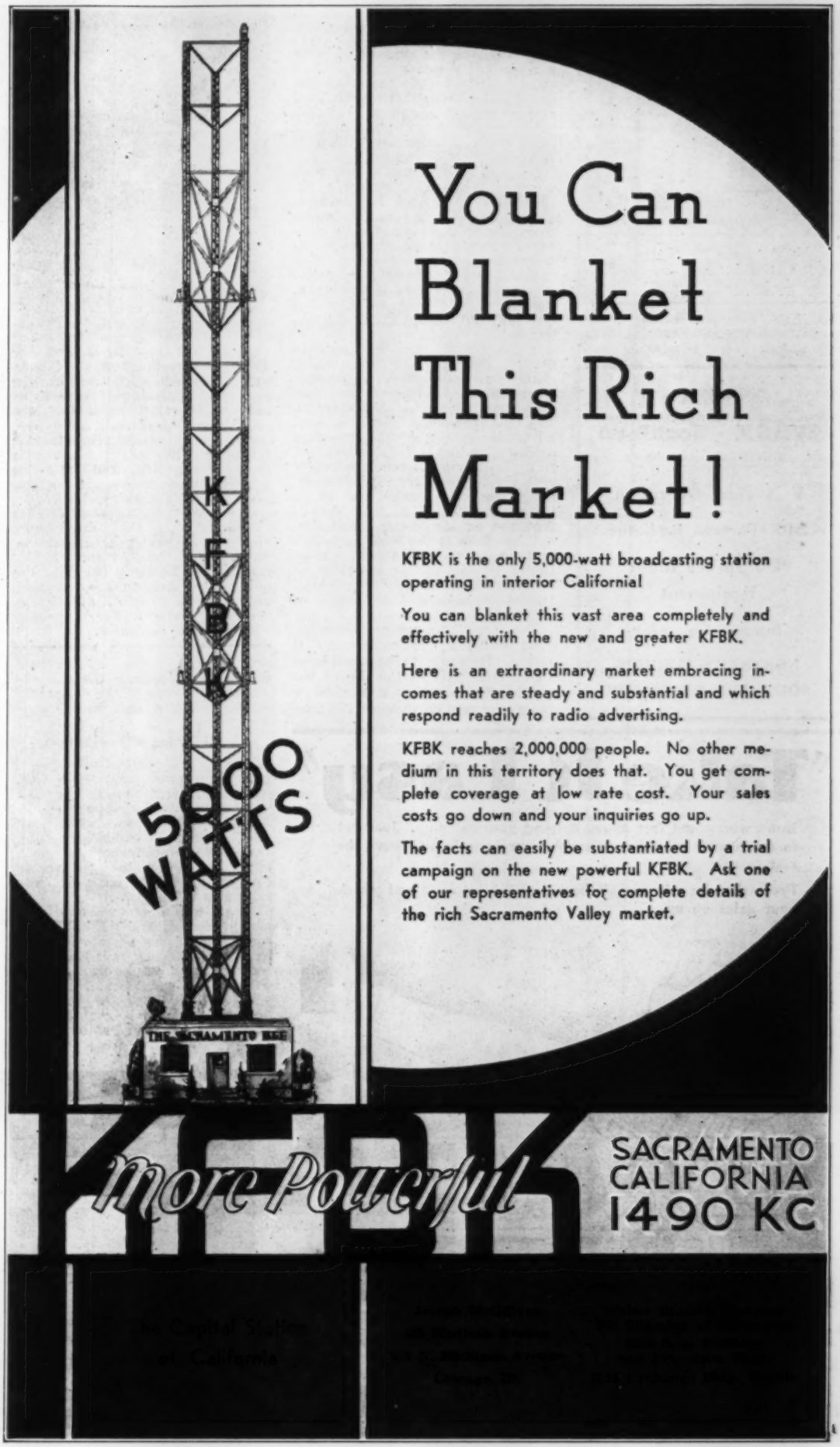
INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex), which recently discontinued the *Story of Mary Marlin* on CBS will sponsor a new program on a coast-to-coast NBC-Red network beginning Sept. 14, Mondays through Fridays, 12:15-12:30 p. m., for 52 weeks. The basic Red with the exception of WTAG and WCSH, plus Group B, KSTP, WAVE, and the Red Mountain and Pacific Coast groups make up the network.

Big Squibb Campaign

E. R. SQUIBB & SONS Inc., New York, on July 1 started a radio campaign for its new toothpowder. Stations carrying a daily announcement schedule include WJSV, WNAC, KMOX, WFBL, KFRC. On WJZ Squibb is broadcasting a quarter-hour program Tuesday mornings for six weeks. On Mutual Network the basic four stations are used for a thrice weekly morning quarter hour, although WLW uses only two programs weekly at present. Geyer, Cornell & Newell Inc., New York, is the agency.

KGGC, San Francisco, has remodeled its studios, business and executive offices installing modernistic furniture throughout and adding a new indirect lighting system.

200,000
Votes
Cast for Amateurs
in 13 Weeks
WLBC - Muncie



You Can Blanket This Rich Market!

KFBK is the only 5,000-watt broadcasting station operating in interior California!

You can blanket this vast area completely and effectively with the new and greater KFBK.

Here is an extraordinary market embracing incomes that are steady and substantial and which respond readily to radio advertising.

KFBK reaches 2,000,000 people. No other medium in this territory does that. You get complete coverage at low rate cost. Your sales costs go down and your inquiries go up.

The facts can easily be substantiated by a trial campaign on the new powerful KFBK. Ask one of our representatives for complete details of the rich Sacramento Valley market.

KFBK more Powerful SACRAMENTO CALIFORNIA 1490 KC

Public Utilities Discover Radio

(*Continued from page 19*)

was steadily growing both in size and in appreciation of the program. But two things do stand out. First, on the basis of cost laid against the homes actually reached, the performance was creditable. But the big achievement in my mind is that the ice is broken. A sizeable group of electric utilities have gotten together at last in a cooperative program aimed at a common objective.

Arthur P. Kelly
Public Relations Department, Rochester Gas & Electric Corp.

RADIO'S greatest value to the public utility right now lies in its opportunities for creating good will. Through the medium of radio you can tell your story just as you want to tell it. It is true that you can do the same thing with paid newspaper space and you should, but radio affords an opportunity to supplement this activity with added dramatic effectiveness.

Of course, you can't get anywhere by merely buying radio time and spouting institutional messages. Nobody would listen to them. In order to make your messages effective they must be an incidental part of a program that in itself has the elements of popular appeal and it is in the creation of such a program that the local utility faces its greatest problem.

Today chain programs dominate the air waves. The three major chains go into practically every community. A chain broadcaster will spend thousands of dollars on a single program where a local advertiser cannot afford more than a few hundred. It is, therefore, folly to attempt to compete locally with chain programs. By attempting to compete I mean presenting the same type of program that is featured on the chain broadcasts.

What then is the local radio advertiser to do? His best opportunity lies in the presentation of programs that have a distinct local appeal through a glorification of local pride.

Every utility company wants the good will of the community it serves. It wants to be considered an integral part of the life of the community and when it hitches its radio program on to some civic activity; when it devotes its radio efforts to promoting the interests of active groups in the community it has taken a step in the right direction.

NEW

WROK - Rockford

Full Time Operation

240′ Vertical Radiator

New Speech Input Equipment

Intense Coverage

NORTHERN ILLINOIS
SOUTHERN WISCONSIN

VOX POPPED— E. H. McReynolds, new president of the Advertising Federation of America, vice president in charge of advertising and public relations of the Missouri Pacific Railroad, radio user, and former president of the Advertising Club of St. Louis, in front of the NBC and Inter-City network microphones as he was interviewed by Jerry Belcher (left) and Parks Johnson (right), the NBC-VOX POP radio interviewers, at the general sessions luncheon of the 32d annual AFA convention, Boston. The Vox Pop quiz team demonstrated their unique radio program at the convention by interviewing a group of officials and delegates.

All Types of Programs

WE HAVE sponsored all types of radio programs, from the vocalist with small orchestra to the large ensemble but the type we have found to be most successful is the program that is sufficiently different from chain offerings to remove opportunity for too unfavorable comparison on the basis of entertainment value.

One of the most successful of all our programs, and we have sponsored many, was a series of service stories, dramatized. These stories dealt with actual dramatic happenings in our own routine of service. We used the names of our own men and in those cases where they had any ability we let them play their own particular roles. Of course, we ran out of material for effective dramatic presentation but while the series lasted it found an interested and receptive audience.

Each one of these stories, of course, touched some particular event in the life of the community that brought it home to the listeners—a terrific storm, a bad flood, a cold wave that kept the gas men working long stretches to maintain supply and various happenings of which the public would never hear because our men through herculean effort were able to prevent a break in service. Each of these tales was a tale of service to the community and had a real community interest.

On the Air 21 Months

THE most popular series we have ever sponsored is our present *State Trooper* series over WHAM, Rochester. The dramas have now been on the air for 21 months and there is no apparent slackening of public interest.

With a following established through the human interest and popular appeal of our presentations we have at hand a friendly audience and one receptive to our messages. We get a hearing for our commercial announcements under the most favorable auspices. And we do not abuse the opportunity. We do not subject the listener to a series of commercial plugs. We include just one commercial and it takes about one minute and a half—never more than two minutes. The commentator is one of our own men, Fred W. Fisher, Director of Public Relations. Mr. Fisher has a deep, friendly voice that carries sincerity and conviction and we try to make our institutional announcements little stories of genuine interest.

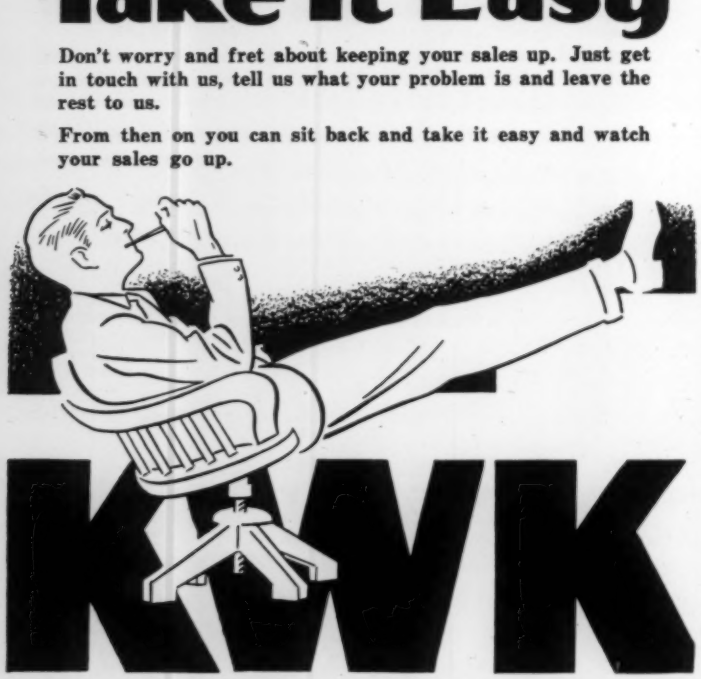
Here are a few of the subjects, just to give you an idea of the way we treat the big audience that has been built up by the popularity of our program.

1. A chat with the man of the house on the working hours and tools of the wife.
2. Service. How far should utility service go and how much should it encompass — President Russell's own definition.
3. Eyesight — man's most precious possession, yet subjected to most abuse.
4. Answering eight questions commonly asked.
5. The hazards of poorly lighted highways in connection with a demonstration installation of sodium lights.
6. A Christmas talk on the bless-

"Take It Easy"

Don't worry and fret about keeping your sales up. Just get in touch with us, tell us what your problem is and leave the rest to us.

From then on you can sit back and take it easy and watch your sales go up.



KWK

THOMAS PATRICK INCORPORATED
HOTEL CHASE ST. LOUIS, MO.

REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO

N. A. B. CONVENTION VOTES

YEA——!

"IT IS TRUE what they say about Lang-Worth"

FOR DETAILS WRITE TO

LANG-WORTH FEATURE PROGRAMS, Inc.
420 Madison Avenue, New York City

ings of rural electrification and the joys of the first electric Christmas for many families.

7. How we handled the big sleet storm.

8. Call the R. G. & E. Inhalator Crew! Story of the community safety service rendered by our Inhalator Crews.

9. The story behind the gas range. Drama of gas production.

10. Meter readers. Accuracy. Tests and so forth.

Selling Service

IN THESE talks we do not try to sell appliances directly. We try to sell the company, its service, its place in the community. I am convinced, however, that with this audience we could get amazing results if we could offer say a small appliance from time to time at a special price. Because of our relations with the dealers, however, the company has turned thumbs down on this proposition and so long as they withhold that permission I can continue to claim that we would get an astonishing response without running the risk of having my predictions knocked as cold as Joe Louis was.

Recently we began sponsorship of another program of our own creation, which we call the *Rochester Spotlight* and which has a direct and close civic tieup. We call it the *Rochester Spotlight* on the theory that it throws the spotlight on Rochester groups, solo artists and personalities. There is nothing new nor original about this program but it does have the merit of enlisting the active cooperation of various influential community groups. We have signed up for 13 weeks with a local choral group featuring each program. These choral societies represent all the different racial groups—Germans, Irish, Italians, Poles, Ukrainians, Jews, as well as various fraternal organizations, such as the Masons, Knights of Columbus and others.

In introducing the various groups we tell something of their contributions to community life. In this way we are directly benefiting the singing groups — first by giving them an opportunity to demonstrate their talent to a large audience and second, in fostering development of choral music in the community and thereby making a real contribution to its cultural life.

The commercials on these programs are dramatized merchandising announcements, played by two able local actors, whom we call John and Mary Rochester. And again, we do not thread commercials throughout the program. We take one spot and let it go at that. This spot comes early in the program and there are no further company announcements except perhaps a closing tag line.

I do not want to be interpreted in anything that I have said as suggesting use of radio to the exclusion of newspaper advertising. That would be folly. The utilities need newspaper advertising, both merchandising and institutional, and they should do much more than they have done in both these fields. Where radio has an advantage is that you can say what you like about current happenings if you have a good program to carry your announcements. When you try to answer in the news columns, some misleading or unfair propaganda your copy naturally is subject to editorial blue pencil or to the editor's judgment of how much news value there may be in it.

On the air, so long as your statements are kept within reasonable bounds — and they should never deviate in the slightest degree from the truth—you can say what you like. You can answer unjust attacks upon your company or industry, you can explain your problems, you can stress your service and you can consistently and continuously drive home the low cost of gas and electricity when compared with other items in the family budget.

Radio has become a great national force for moulding public opinion. The public takes it for granted that progressive institutions will use it. Radio is a most potent tool in building better public relations. Telling their story of community service truthfully and sincerely—and interestingly—through radio—public utilities can and do much to reduce clamor for unwarranted rate reductions. Radio helps to keep employes better informed on company activities and policies. It enthuses them to render better service. Radio makes friends and it is axiomatic that a friendly customer is easier to sell than a hostile customer, and causes less trouble through unreasonable demands. And to sum it all up, our experience convinces us that the return from radio advertising, whether it be merchandising or institutional in character, is almost directly proportional to the intelligence, care, time and sincerity that are put into its production.

Will C. Grant
Advertising Director,
Lone Star Gas System, Dallas

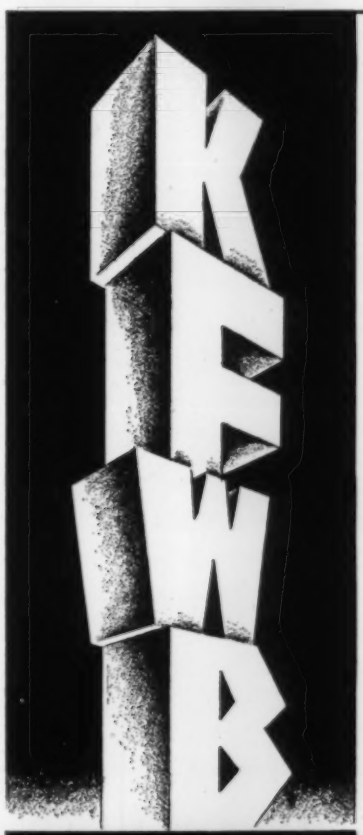
THE CHIEF and possibly the only interest to be found in my few remarks about the use of radio is from a geographical standpoint. Our company, the Lone Star Gas System, supplies natural gas to 300 cities and towns in Texas and southern Oklahoma. These cities and towns are scattered over a territory of approximately 160,000 square miles, an area about twenty times the size of the State of Massachusetts. Several of our cities are separated from the main pipeline system, one of them being a distance of 650 miles away from the headquarters in Dallas.

Our towns range in size from 70,000 meters down to less than 100 meters, and in more than 200 of them we have no company office because the number of meters is too small to justify the maintenance of an office.

This geographical picture is giv-

WASHINGTON'S CHOICE!
WOL
ANNAPOLIS HOTEL
WASHINGTON, D. C.

WTCN
St. Paul — Minneapolis
FREE & SLEININGER, INC.
National Representatives.



Los Angeles
OWNED AND OPERATED BY
WARNER BROS.
MOTION PICTURE STUDIOS

Serving a $700,000,000 Market

KFWB's listening audience is not a matter of guess work. Year after year a study of listening habits in the $700,000,000 Los Angeles market reveals that KFWB is consistently a top station.

KFWB's cost per thousand listeners in Los Angeles alone is from 30% to 75% lower than any other major station . . . and it delivers in addition a wide bonus coverage outside the metropolitan area.

KFWB
FREE & SLEININGER • *Exclusive Representatives*

en in order to present a background for our problem and how we are attempting to solve it by means of the radio.

Covering a Wide Area

PERSONAL contact with our more than 300,000 customers scattered over this wide territory is vitally important to the company. The customers in these small towns have only occasional and remote contact with any company representative. They pay their monthly gas bills generally at the local bank and when they have service difficulties an appliance adjuster is sent out from the nearest district office. Before the introduction of our radio series, their opportunities for receiving up-to-date education and information about gas appliances and their gas service were limited. From the standpoint of time and money it was impossible to keep home service workers on the march constantly to go into our customers' homes. Just one 15-minute visit in only half the homes we serve (150,000) would be a full time job for a home service worker for 16 years.

Radio is answering our problem. Through its use we can visit in the homes of the majority of our customers at a time when we are expected and the housewife is prepared to welcome us.

Having found an entrance into our customers' homes, our next problem was to make our visits as effective as possible. To do this, our programs must answer three main purposes: (1) Establish consumer confidence in the company and its service, essentially a problem of creating friendly public relations and good will; (2) educate our customers in the value and benefit they personally can enjoy from the service we sell; (3) create a desire in the minds of our customers for improved types of home equipment which give the customer the most satisfactory and efficient use of our service.

We experimented with several types of programs before we evolved our present 15-minute program which seems to be accomplishing our aims in a gratifying manner.

Our first venture into radio was by means of participation in a co-operative cooking school, sponsored by the station and several food advertisers. The school was conducted in the auditorium of our headquarters office building before an actual audience, with half an hour being broadcast. While the program aroused interest over our territory, we found that it was hard to achieve an equitable pace between the actual demonstration before the audience and the broadcast. Interest in one could be maintained only at the expense of the other. Too, the demonstrator's mention of products made it impossible to include many of the points in which our company was particularly interested.

Our next experiment was with a series of 5-minute spots on a woman's program, which proved unsatisfactory principally because we felt the program had no unity of purpose or continuity of thought.

Profiting by the reactions we received from our various experimental programs, in February of 1935 we began our present series of broadcasts Tuesday mornings over WFAA, Dallas, which reaches practically every radio-equipped home on our territory. (See BROADCASTING, May 15.)

Good Results

WE CONSIDER our home service radio program an integral part of the company's general sales promotion and public relations plan.

Each program is carefully designed to offer housewives information which will smooth the difficulties of daily living and create a desire for a higher living standard and more comfortable homes. In addition we remind our customers of the advantages of the merchandise being featured by our affiliated companies during that particular period.

The result of this type of program has been particularly gratifying to us. A satisfactory stream of requests for recipes and bulletins flows in each week in direct response to that week's broadcast. In addition, there are requests from young brides for simple instructions on cooking in general, numerous questions as to what temperatures are best for specific oven dishes, how to make the best use of new ranges or refrigerators, how to remove stains, how much food it takes to feed varying numbers of people, why biscuits won't brown properly, what material is best for oven utensils, and a host of others, ranging from the simple to the complex. These requests come from every town on our system, and even from many others beyond the limits of our pipelines. The best indication we have of the success of our radio work is this constantly growing number of customers who have come to regard the Home Economics Department as an accommodating friend and a reliable authority on any phase of household activities.

Thus we have found that the radio is the only solution we have to the problem of reaching a large number of customers in scattered towns over a wide territory. The requests thus far achieved lead us to desire expansion of this activity as soon as the personnel and facilities can be provided.

Political Discs

DURING the close of the state nominations in Florida, Gilbert Freeman, president of WTAL, Tallahassee, used transcriptions around the state for J. M. Lee, running for state comptroller under Mr. Freeman's management. Local speakers "introduced" the candidate's transcribed addresses and followed with closing remarks. A series of four 10-minute discs was routed over six stations in the last six days of the campaign. Stations were WMBR, Jacksonville; WQAM, Miami; WDBO, Orlando; WDAE, Tampa; WFLA, Clearwater.

Henry Obermeyer

Consolidated Edison Co. of New York

MR. OBERMEYER, assistant to the executive vice president, stated "I sincerely believe radio is the best medium for reaching the customer in his home."

Consolidated Edison sponsors programs in seven languages on New York stations to establish intimate contact with all its consumers. The programs are designed to show consumers—the majority of whom believe Consolidated is a billion dollar corporation—that it is not and that it is confined to New York City.

A program titled *Echoes of New York Times*, on WEAF, broadcast 6:30-7:30 Sunday evenings, was cut to a half hour because of competition with Jack Benny, but the hour program is to be resumed in the near future, Mr. Obermeyer said.

Feeling that the sales messages on many programs are "thrown at the listener", Consolidated adopted dramatized commercials. Consolidated employes take part in programs, illustrating their particular jobs with the idea of helping the consumer to understand the utility's operations.

A survey by Consolidated's sales department, Mr. Obermeyer pointed out, showed that the program reached 250,000 persons. He concluded: "And so, gentlemen, from that reaction of the customer we have come to the conclusion that radio is the most effective advertising medium we have today."

ADVERTISERS
ON
WNOX
Know It's True
What They Say
About Dixie
★ ★ ★
WNOX
KNOXVILLE,
TENNESSEE

WFBR
Success Stories

The Story of the Generous Money-Lender

All small loan companies offer substantially the same rates and terms. Yet, in Baltimore, "Ayares Small Loan Co., Inc." has been making amazing progress. The reason: Since January 2, 1933 every day on WFBR (exclusively) Ayares has said, "You can obtain a cash loan of $50 to $300 on your automobile in five minutes". Repeating the same announcement on the same station 1278 times (3½ years) is some kind of a record!

In BALTIMORE they listen to
MARYLAND'S PIONEER BROADCAST STATION
National Representatives:
EDWARD PETRY & CO.
NEW YORK • CHICAGO • DETROIT
SAN FRANCISCO
WFBR
BASIC N.B.C. RED NETWORK

STANDARD RADIO INC.
Electrical Transcriptions
for STATIONS and SPONSORS
HOLLYWOOD ★ CHICAGO

Rich SPOTS for SPOT

VIRGINIA
WGH
NEWPORT NEWS • NORFOLK
VIRGINIA
Affiliated with the
Virginia Broadcasting System

Television Won't Replace Broadcasting

(*Continued from page 19*)

phone stage of radio. As a commercial operation, television has not yet arrived. It is not around the corner, nor even around the block. But we have advanced sufficiently far to say that the technical obstacles are not insuperable. The Radio Corporation of America has invested millions of dollars and an incalculable sum of scientific genius in bringing television to the point where it can be moved from the seclusion of the laboratory to the freedom of experimental service in the field.

In fact, on this very day, we are writing a new page in the history of radio development. Today, we opened for field tests, our new television station on top of the Empire State Bldg. in New York City. The test period may be a long and costly one. Critical technical problems must still be solved."

Radio as a Medium

DISCUSSING the advantages of broadcasting as a medium, Mr. Sarnoff declared:

"Probably more than in any other medium, the success of radio advertising depends on its command of the subtle but decisive elements of public confidence and good-will, and the direct moral responsibility of the advertiser for his claims.

"Its relation to the individual listener is not a casual and accidental one, but a continuous, deepening process in which the public learns to look forward to its scheduled meeting in a favorite program and becomes familiar with a particular voice or a particular group of personalities. Radio cannot thus appeal with inert abstract facts. It must find its materials in life itself and establish a friendly and unbroken contact with living individuals.

"Already modern advertising has felt the impact of this radio technique. Broadcasting has encouraged a type of advertising which not only permits but requires a mass appeal, couched in the most individual terms. It speaks to members of a crowd not as a crowd on the street, but as to a friend in the seclusion of his home. The opportunity thus given to the advertiser is of the highest value in salesmanship, but it is also an opportunity whose abuse would be a particularly serious offense. For the advertiser must come to his radio listener as an individual and speak to him on the basis of a friendly mutual confidence which he dare not betray. The most convincing proof that industry and business have found these factors useful is provided by the extraordinary growth of radio advertising. In fifteen years it has reached an annual expenditure for broadcasting time of eighty seven million dollars.

"Another proof may be found in the fact that the largest majority of radio advertisers tend to become permanent users of this medium. Last year, for instance, less than 15% of radio's commercial sponsors were new to the networks. More than 85% had been on the air in 1934 and the vast majority of them had used radio in the preceding years as well.

"Nor has radio waxed fat at the expense of older forms of advertising. Occasionally superficial observers set up a false antagonism between radio and the newspapers and magazines. The facts do not support this assumption, for the regular users of the networks have maintained their newspaper and magazine advertising two and three times as well as have the advertisers who did not use radio.

"I am pleased to have an opportunity to say a word to you concerning the contribution which the advertising agencies have made toward the remarkable growth of radio. For their advertising clients they have contributed much of the quality and variety of the programs which have made American broadcasting supreme, and with the funds of these advertisers they have commanded, for American audiences, the finest orchestras, the greatest singers, the stars of stage and opera, and the services of outstanding personalities in every field of American endeavor."

WCCO and WTCN, rival Minneapolis stations, were hooked together to carry the play-by-play July 10 of the all-star American Association League baseball game, with Byrum Saam of WCCO and George Higgins of WTCN taking turns at the mike.

Performing Artists Sue

NATIONAL Association of Performing Artists, recently organized group created for the announced purpose of preventing "unauthorized use of phonograph records over stations," early this month sued three New York stations in the courts of that city alleging infringements. The suits were against WNEW, in Federal Court, by Paul Whiteman, and in the New York State Supreme Court against WEVD by Lawrence Tibbett and against WHN by Frank Crumit. Actions also were begun against Teleflash, wired radio service to restaurants and other public places by Walter O'Keefe and Louis James of the Revellers.

KGFW In New Hands

WITH the purchase of KGFW, Kearney, Neb., from local interests, including the publisher of the *Kearney Hub*, Clark Standiford, president and manager, announced July 3 that he would continue the management of the station, with Roy H. McConnell as chief engineer and M. E. Thelen as program director. Mr. Standiford's partner in the purchase, approved June 12 by the FCC. is Kate S. Fisher, wife of Ben S. Fisher, Washington radio attorney.

GENERAL BAKING Co., (Bond bread) New York, on July 1, signed Guy Lombardo and his orchestra to a 52-week contract, for a half-hour musical program each Sunday afternoon starting Sept. 6 on a nationwide CBS network, replacing *Tea Time Tunes*.

4 times as big!!

VARIETY

WBNX Power Boost

WBNX, New York, has obtained permission from the F.C.C. to up its power from 250 to 1,000 watts, and build a 200-watt shortwave outfit. Boost goes into effect as soon as a new transmitter at Cliffside, N. J., can be completed. Programs thereafter will be long and short-waved simultaneously for greater coverage. Indie station is owned by Standard Cahill and operates on three-quarter schedules. Programs are well salted with foreign stuff, latter being broadcast in 10 languages.

SPEAKS THE LANGUAGE OF YOUR PROSPECT

SHORT WAVE W2XIS 31,600 KC ALL PROGRAMS

STANDARD CAHILL CO. WBNX NEW YORK CITY 1350 KC

PORTABLE UNIT W2XIN 31,100 KC SPECIAL PICK-UP

WRITE FOR FULL INFORMATION AND RATES

Walter Biddick Co.

RADIO STATION REPRESENTATIVES

LOS ANGELES • SEATTLE • SAN FRANCISCO

Advertisement

Out Here In Chicago...

• *Some Random Thoughts, Most of Which Concern WGES, WCBD and WSBC*

By GENE T. DYER

This column will appear frequently. It is YOURS as much as it is ours. Come on and use it!

MUCH has happened since this writer (1918) helped youngsters learn "wireless code" at the Harvard University radio school (U. S. N.) and the same year heard the first tests of radio telephone between ships of the Atlantic Fleet. A monotone voice a few miles away repeating: "This is Pup Two Oboe calling Able Three Cat. Can you hear me?"

* * *

As a former newspaper publisher, our pet peeve: The Sunday newspapers that prostitute the children's comic sections with cigarette ads showing the heroes who win by smoking, ads promoting cure-alls for booze-hangovers and the success ads of women who wash their underthings!

* * *

Illinois WPA executives experienced difficulty in getting over their message to Chicago's foreign millions. An appeal to WGES, WSBC and WCBD—and the message was in the homes and ears of these millions in their own languages almost instantly after we learned of the emergency. A mighty nice letter from WPA was our unsolicited reward.

* * *

A Chicago daily newspaper's survey for the most popular Polish radio program (there are more than 600,000 Polish-Americans in Chicago) showed WGES the outstanding winner with a 7:00 a. m. show called the "Early Birds."

* * *

Is this a record? The commercial sales of WGES have increased every month (over corresponding month the year before) for a period of six years!

* * *

We're proud of Joe Rudolph, WCBD program director. Joe, formerly of the "Three Doctors" (Rudolph, Pratt and Sherman) of NBC and CBS is one of radio's program pioneers. His roster of call letters in his dozen years of radio would use up a couple of alphabets. He's one of America's best known radio pianists.

Gene T. Dyer

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

WJSV, Washington

Noxzema Chemical Co., Baltimore (cosmetics), weekly *sa*, thru Ruthrauff & Ryan Inc., N. Y.
C. F. Mueller Co., Jersey City (macaroni, spaghetti), daily *sa*, thru E. W. Hellwig Co., N. Y.
G. Washington Coffee Refining Co., Morris Plains, N. J., weekly *sp*, thru Cecil, Warwick & Cecil Inc., N. Y.
Richardson & Robbins Inc., Dover, Del. (canned chicken), 5 daily *sa*, thru Charles W. Hoyt Co., N. Y.
Globe Brewing Co., Baltimore (Arrow beer), 7 daily *sa*, thru Joseph Katz Co., Baltimore.
Pennzoil Co., Oil City, Pa. (Pennzoil), 2 weekly *sa*, thru Fuller & Smith & Ross Inc., Cleveland.
Wildroot Co., Buffalo (shampoo), 3 weekly *sa*, thru Batten, Barton, Durstine & Osborn Inc., N. Y.
Lever Bros. Co., Cambridge (Spry), daily *sa*, thru Ruthrauff & Ryan Inc., N. Y.
Gulf Refining Co., Pittsburgh (oil), weekly *sa*, thru Young & Rubicam Inc., N. Y.

WHK, Cleveland

Milan Brewing Corp., Milan, O., 3 weekly *t*, thru Richardson-Oswald Inc., Cleveland.
Maybelline Co., Chicago (cosmetics), 2 weekly *sa*, thru Cramer-Krasselt Co., Chicago.
Gardner Nurseries, Osage, Ia., 6 weekly *t*, thru Northwest Radio Adv. Agency, Seattle.
M. & N. Cigar Mfrs. Inc., Cleveland (LaZella cigars), 2 weekly *sa*, thru Ohio Adv. Service, Cleveland.
McKesson & Robbins Inc., Bridgeport (Calox), 2 daily *sa*, thru N. W. Ayer & Son Inc., N. Y.
Griffin Mfg. Co., Brooklyn (shoe polish), 3 daily *sa*, thru Bermingham Castleman & Pierce Inc., N. Y.
Procter & Gamble Co., Cincinnati, 6 *sa*, direct.

WOR, Newark

Pure Oil Co., Chicago, weekly *t*, thru Freitag Adv. Agency, Chicago.
General Foods Corp., New York (Satina), 3 weekly *sp*, thru Young & Rubicam Inc., N. Y.
Standard Brands Inc., New York (Royal baking powder), 2 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York (Royal gelatine), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.
Procter & Schwartz Electric Co., Philadelphia (electric irons), 2 weekly *sp*, thru John Falkner Arndt & Co., Philadelphia.
Skol Products Co. Inc., New York (sunburn lotion), weekly *sp*, thru Kimball, Hubbard & Powel Inc., N. Y.

WOOD-WASH, Grand Rapids

Kalamazoo Stove Co., Kalamazoo, 3 weekly *sa*, direct.
Chamberlain Laboratories Inc., Des Moines (cosmetics), 151 *ta*, thru Coolidge Adv. Co., Des Moines.
Reid, Murdoch & Co., Chicago (Monarch food), 156 *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Alabastine Co., Grand Rapids (paint), *sa*, thru Stevens Inc., Grand Rapids.
Tegge-Jackman Cigar Co., Detroit, 52 *sa*, direct.
Hemphill Diesel Schools, Chicago, 6 weekly *sa*, thru Roy H. Alber Co., Los Angeles.

KRLD, Dallas

Webster-Eisenlohr Inc., New York (Tom Moore cigars), 6 weekly *sp*, thru N. W. Ayer & Son Inc., N. Y.
Dr. W. D. Caldwell Inc., Montieello, Ill. (Syrup of Pepsin), 5 weekly *t*, thru Cramer-Krasselt Co., Milwaukee.
Lucky Tiger Mfg. Co., Kansas City (scalp treatment), 3 weekly *sp*, thru Midland Adv. Agency, Kansas City.
Pilcher Mfg. Co., Louisville (wooden compacts), 26 *sa*, direct.
Falstaff Brewing Corp., St. Louis, 1 weekly *sa*, thru Gardner Adv. Co., St. Louis.
B. C. Remedy Co., Durham, N. C. (proprietary), 7 weekly *sp*, thru Harvey-Massengale Co., Atlanta.
Willard Tablet Co., Chicago (proprietary), 5 weekly *sp*, thru First United Broadcasters Inc., Chicago.
San Antonio Drug Co. (Heyer's heat powder), 18 weekly *ta*, thru Pitluck Adv. Co., San Antonio.

KNX, Los Angeles

Knox Co., Los Angeles (Cystex), weekly *t*, thru Allan C. Smith Adv. Agency, Kansas City.
Lever Bros. Co., Cambridge (Lifebuoy), 5-min. spot one year, thru Ruthrauff & Ryan Inc., N. Y.
Safeway Stores, Oakland, Cal. (retail chain), 20 *sa*, 10 *sa*, thru J. Walter Thompson Co., San Francisco.

WBZ-WBZA, Boston-Springfield

Procter & Gamble Co., Cincinnati (Ivory), 6 weekly *sp*, thru Blackman Adv. Inc., N. Y.
Kendall Mfg. Co., Cambridge (Soapine), 6 weekly *sp*, thru Dowd & Ostreicher, Boston.
Boston & Maine Railway, Boston, 6 weekly *t*, thru Doremus & Co. Inc., Boston.

WHIO, Dayton

Lever Bros. Co., Cambridge (Spry), 6 weekly *sa*; (Lifebuoy), 5 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.

WBT, Charlotte, N. C.

American Oil Co., Baltimore (Amoco), 13 *ta*, thru Joseph Katz Co., Baltimore.
Dodge Bros. Corp., Detroit (autos), 16 *t*, thru Ruthrauff & Ryan Inc., N. Y.
Pure Oil Co., Charlotte (Purol), weekly *t*, thru Freitag Adv. Agency, Atlanta.
Celo Co. of America, Tampa, Fla. (Celo), 6 weekly *sa*, direct.
Kay Jewelry Co., Charlotte (retailer), 6 weekly *sa*, thru Simons-Michelson Co., Detroit.
Morris Plan Bank, Charlotte (loans), 7 *sa*, direct.
E. R. Partridge Inc., Atlanta (overalls), 26 *sa*, direct.
Procter & Gamble Co., Charlotte (Crisco), 3 *sa*, direct.
Pure Oil Co., Charlotte (Yale tires), daily *sa*, thru Freitag Adv. Agency, Atlanta.

KYA, San Francisco

Chamberlain Laboratories Inc., Des Moines (hand lotion), 3 weekly *sp* and 3 weekly *sa*, thru Coolidge Adv. Co., Des Moines.
Therapy Ltd., Pasadena, Cal. (Theradiet), 5 weekly *sa*, thru Heintz, Pickering & Co. Ltd., Los Angeles.
Reay Laboratories, San Mateo, Cal. (Otox — poison oak remedy), 5 weekly *sa*, direct.

KDKA, Pittsburgh

Standard Oil Co. of N. J., New York, 624 *sp*, thru Marschalk & Pratt Inc., N. Y.
E. L. Knowles Inc., Springfield, Mass., 91 *sa*, thru Lawrence M. O'Connell, Springfield.

WIS, Columbia, S. C.

Gulf Refining Co., Pittsburgh (oil), 5 weekly *sp* (news), *thru* Young & Rubicam Inc., N. Y.

From Brooklyn Eagle

"Pretty lucky we got these seats near this fellow's radio. He says Louis just landed a stiff left to Schmeling's jaw."

WLS, Chicago

Gillette Rubber Co., Eau Claire, Wis. (tires), weekly *sa*, thru Cramer-Krasselt Co., Milwaukee.
G. E. Conkey Co., Cleveland (poultry feed), weekly *sa*, thru Rogers & Smith Adv. Agency, Chicago.
Chemical Control Eastern Division Inc., New York (Moth-Surance), 12 *sa*, thru Neisser-Meyerhoff Inc., Chicago.
McKenzie Milling Co., Quincy, Mich. (pancake flour), 78 *sp*, thru Rogers & Smith Adv. Agency, Chicago.
Ball Bros., Muncie, Ind. (jars), 26 *sp*, thru Applegate Adv. Agency, Muncie.
Griffin Mfg. Co., Brooklyn (shoe polish), 312 *sa*, thru Bermingham, Castleman & Pierce Inc., N. Y.
Altorfer Bros., Peoria, Ill. (ABC washers, ironers), 39 *sp*, thru Lamport-Fox & Co., South Bend, Ind.
Allis-Chalmers Mfg. Co., West Allis, Wis. (tractors, harvesters), 13 *t*, thru Bert S. Gittens Adv., Milwaukee.
Walker Remedy Co., Waterloo, Ia. (poultry tablets), 6 weekly *ss*, thru Weston-Barnett Inc., Waterloo.
Gardner Nursery Co., Osage, Ia., 6 weekly *sp*, thru Northwest Radio Adv. Co., Seattle.
Willard Tablet Co., Chicago (proprietary), weekly *sp*, thru First United Broadcasters Inc., Chicago.
Union Pacific Railroad, Chicago, 2 daily *sa*, thru Caples Co., Chicago.
S. W. Hayes Hatcheries, Bloomington, Ill., 39 *sp*, thru Mace Adv. Agency, Peoria, Ill.
Keystone Steel & Wire Co., Peoria, weekly *sp*, thru Mace Adv. Agency, Peoria.
Morton Salt Co., Chicago, 13 *sp*, thru Wade Adv. Agency, Chicago.
Pinex Co., Fort Wayne, Ind. (cold remedy), 22 *sp* and 110 *sp*, thru Sellers Service Inc., Chicago.

WEAN, Providence

Ironized Yeast Co., Atlanta (proprietary), 2 weekly *t*, thru Ruthrauff & Ryan Inc., N. Y.
Procter & Gamble Co., Cincinnati (Lava soap), 7 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.
Gulf Refining Co., Pittsburgh (oil, gasoline), weekly *sa*, thru Young & Rubicam Inc., N. Y.

WMCA, New York

Christian Feigenspan Brewing Co., Newark, 6 weekly *sp*, thru Sheck Adv. Agency, N. Y.
General Foods Corp., New York (Diamond salt), weekly *sp*, thru Advertisers Brdcstg. Co., N. Y.
Dentists Supply Co. of N. Y., New York, 2 weekly *sp*, thru A-W Adv. Inc., N. Y.

WNAC, Boston

C. F. Mueller Co., Jersey City (macaroni), 78 *sa*, thru E. W. Hellwig Co., N. Y.
Dodge Bros. Corp., Detroit (autos), 5 weekly *ta*, thru Ruthrauff & Ryan Inc., N. Y.
Studebaker Sales Corp., Boston, 6 *ts*, 2 *t*, thru H. B. Humphrey Co., Boston.

KFRC, San Francisco

McKesson & Robbins Inc., Bridgeport, Conn. (Calox Tooth Powder), 6 weekly *ta*, thru N. W. Ayer & Son Inc., N. Y.
E. W. Bennett & Co., San Francisco (metal polish), weekly *sp*, thru Emil Brisacher & Staff, San Francisco.

KJBS, San Francisco

McCloskey Varnish Co., Los Angeles (varnish), 3 weekly *sa*, thru Bert Butterworth Agency, Los Angeles.
Golden State Co. Lt., San Francisco (ice cream) 6 weekly *ta*, thru N. W. Ayer & Son Inc., San Francisco.

WMEX, Boston

Eldredge Brewing Co., Portsmouth, N. H. (ale), 6 weekly *sp*, direct.

NETWORK ACCOUNTS

(All times EDST unless otherwise specified)

New Business

E. R. SQUIBB & Sons Inc., New York (toothpowder) on July 3 started *Calendar Melody* on 4 MBS stations (WLW, WOR, WGN, CKLW), Mon., Wed., Fri., 10:30-10:45 a. m. Agency: Geyer, Cornell & Newell Inc., N. Y.

VICK CHEMICAL Co., New York (cough remedies) on Sept. 27 starts *Nelson Eddy* on entire CBS network, Sundays, 8-8:30 p. m. Agency: Morse International Inc., N. Y.

PITTSBURGH PLATE GLASS Co., Pittsburgh (institutional) on Sept. 6 starts the *Pittsburgh Symphony Orchestra* on 45 CBS stations, Sundays, 2-2:45 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on July 1 started *Come On, Let's Sing* on 67 CBS stations, Wednesdays, 9:30-10 p. m. Agency: Benton & Bowles Inc., N. Y.

GREAT ATLANTIC & PACIFIC TEA Co., New York (coffee) on Oct. 1 starts *Kate Smith's Variety Hour* on 39 CBS stations, Thursdays, 8-9 p. m. Agency: Paris & Peart Inc., N. Y.

REPUBLICAN STATE COMMITTEE, New York (political talks) on Aug. 3 starts guest speakers on special NBC network (WEAF, WGY, WBEN, WSYR, WHAM), Mondays, 10:30-10:45 p. m. Agency: Brooke, Smith & French Inc., N. Y.

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex) on Sept. 14 starts unannounced program on 29 NBC-Red stations, Mon. thru Fri., 12:15-12:30 p. m.

DAWSON'S BREWERY Inc., New Bedford, Mass., on June 22 started 52 participations in *Yankee Network News Service*, thrice weekly, 6 p. m. Agency: Dowd & Ostreicher, Boston.

BENEFICIAL MANAGEMENT Corp., Newark (personal loans) on Oct. 4 starts unannounced program on 44 CBS stations, Sundays, 5-5:30 p. m. Agency: Albert Frank-Guenther Law Inc., N. Y. with Neff-Rogow Inc., N. Y. serving as advertising counsel.

FORD MOTOR Co., Detroit (institutional) on Sept. 20 starts *Ford Sunday Evening Hour* on 94 CBS stations, Sundays, 9-10 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

SAYLOR'S CHOCOLATES, INC., Alameda, Cal., (candy), on June 30 started for 13 weeks, *Sailing With Saylors*, song and chatter, with Clarence Hayes and John Wolfe, on NBC-KPO, Tuesdays and Thursdays, 7:45-8:00 a. m. (PST). Agency: Doremus & Co., San Francisco.

WASEY PRODUCTS Inc., New York (Barbasol) on Aug. 31 starts *Singing Sam* on 25 NBC-Blue network stations, Mondays, 10-10:15 p. m. Agency: Erwin, Wasey & Co., Inc., N. Y.

REAL SILK HOSIERY MILLS Inc., Indianapolis (hosiery, lingerie) on Sept. 13 starts unannounced program on 19 NBC-Blue network stations, Sundays 9-9:30 p. m. Agency: Leo Burnett Inc., Chicago.

PACKARD MOTOR CAR Co., Detroit (motor cars) on Sept. 8 starts *Fred Astaire* on 62 NBC-Red network stations, Tuesdays, 10-11 p. m. Agency: Young & Rubicam Inc., N. Y.

J. W. MARROW Mfg. Co., Chicago (Mar-O-Oil shampoo) on Sept. 6 begins an unannounced program on NBC-Red network, Sundays, 3-3:30 p. m. Agency: Sellers Service Inc., Chicago.

KELLOGG Co., Battle Creek, Mich. (cereals) on July 13 started *Girl Alone* on 8 NBC-Red network stations, Mondays through Fridays, 12-12:15 p. m. Agency: N. W. Ayer & Son Inc., N. Y.

GENERAL MOTORS Corp., New York (institutional) on Sept. 13 starts *General Motors Symphony Concerts* on 63 NBC-Red network stations, Sundays, 10-11 p. m. Agency: Campbell-Ewald Co. of N. Y.

GENERAL MILLS Inc., Minneapolis (Wheaties) on Aug. 31 starts *Jack Armstrong* on 15 NBC-Red network stations, Mon. thru Fri., 5:30-5:45 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

GENERAL FOODS Corp., New York (Sanka Coffee) on Sept. 28 starts *Helen Hayes* in an untitled series on NBC-Blue network, Mondays, 8-8:30 p. m. with rebroadcast at 12:30 a. m. Agency: Young & Rubicam Inc., N. Y.

GENERAL FOODS Corp., New York (Log Cabin syrup) on Sept. 29, starts *Louise Massey* and *Westerners* on NBC-Blue network, Tuesdays, 8-8:30 p. m., with rebroadcast at 11:30. Agency: Benton & Bowles Inc., N. Y.

SPERRY FLOUR Co., San Francisco (cereal), on July 22 starts for six times only—July 22, 24, 31; Aug. 3, 7, 14—participation in *Feminine Fancies* on 12 CBS-Don Lee network stations, 3:20-3:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

SPERRY FLOUR Co., San Francisco (Drifted Snow flour), on July 20 starts for six times only—July 20, 24, 29, 31; Aug. 5 and 12—participation in *Woman's Magazine of the Air* on 5 NBC-KPO stations, 2:15-2:30 p. m. (PST). Agency: Westco Adv. Agency, San Francisco.

VAN CAMP SEA FOOD CO., Inc., Terminal Island, Cal., (Chicken of the Sea Brand Tuna Fish), on July 10 started for 13 weeks participation in *Woman's Magazine of the Air* on 7 NBC-KPO stations, Fridays, 2:45-3:00 p. m. (PST). Agency: Emil Brisacher & Staff, San Francisco.

Renewal Accounts

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes) on Aug. 1 renews *Lucky Strike Hit Parade* on 93 CBS stations, Saturdays, 10-11 p. m. Agency: Lord & Thomas, N. Y.

DR. MILES LABORATORIES Inc., Los Angeles (Alka Seltzer), on July 13 renewed 13 weeks in *Frank Watanabe*, on 8 NBC-KPO stations, Mondays thru Fridays, 8:15-8:30 p. m. (PST). On Fridays only KFSD and KTAR, 7:45-8 p. m. (PST). Agency: Associated Advertising Agency, Los Angeles.

WESSON OIL & SNOWDRIFT SALES Co., San Francisco, (Wesson salad oil & Snowdrift shortening), on July 27 renews for 52 weeks in *Hawthorne House* on 6 NBC-KPO stations, Mondays, 9-9:30 p. m. (PST). Starting September 28, Mondays, 7:30-8 p. m. (PST). Agency: Fitzgerald Adv. Agency Inc., New Orleans.

DUART SALES Co. Ltd., San Francisco, (Creme of Milk Facial Cream & Permanent Waves), on July 26 renews for 52 weeks in *The Passing Parade*, with John Nesbitt, commentator, on 5 NBC-KPO stations, Sundays, 9-9:15 p. m. (PST). Agency: Howard E. Williams Advertising, San Francisco.

Network Change

RALSTON-PURINA Co. Inc., St. Louis (Ry-Krisp) on July 3 shifted *Marion Talley* to Fridays, 10-10:15 p. m., Fridays, on NBC-Red network. Agency: Gardner Adv. Co., St. Louis.

Our Sales are up **101.9%** over last June

BUSINESS GOES UP IN JUNE!

Here is Definitely a good Summer Market

WSOC
Charlotte, N. C.
NBC Affiliate

Selected by
CHEVROLET-FORD
and Other Nationals

This is that popular station with the big voice, large enough to cover the rich realm of East Texas. *Used by the big fellows!* If YOU want to harvest some of the wealth from East Texas, and cover this section, you can do so effectively and economically with KFRO. Investigate!

KFRO
"VOICE OF LONGVIEW"
LONGVIEW, TEX.

FOR KANSAS CITY COVERAGE
WREN
A Bird in the Hand

WE ASK VIGOROUS EXAMINATION!

Louisville isn't like some larger communities, which have a big urban population plus an almost equally rich and thickly-populated *sub*urban concentration. Here we have a good urban market—then miles and miles of open country.

Station WAVE can't give you the largest total coverage hereabouts . . . . But Station WAVE reaches more real, honest-to-goodness first airea listeners *per dollar* than any other station in Kentucky . . . . Want the facts?

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

RADIO ADVERTISERS

W. F. McLAUGHLIN & Co., Chicago (White House coffee) is advertising through Earle Ludgin Inc., Chicago.

CHICAGO MAIL ORDER Co., Chicago, has named Gale & Pietsch Inc., Chicago, as its advertising counsel.

DE ROOS-STERNHEIM Co. Inc., Chicago (Normandie cosmetics) is advertising through Gundlach Adv. Agency, Chicago. Radio and other media are used.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis
to broadcast direct
from Police Court!

PARROTT & Co., San Francisco, has been appointed exclusive distributors by Malvitose Laboratories (manufacturers of Malvitose, powdered food concentrate), and the Sidney Garfinkel Advertising Agency, that city, will continue to handle the account. An intensive campaign is being planned and radio will again be used along with other media.

S. GUMPERT Co. Inc., Brooklyn (Gumpert's Butterscotch Cream Dessert) has appointed the Gardner Adv. Co., New York, to handle its account. Spot radio is a part of the fall plan now under consideration.

CYCLE TRADES OF AMERICA Inc., New York (institutional) has named Greenleef Co., Boston, as its advertising agents.

EASY WASHING MACHINE Corp., Syracuse, has named Batten, Barton, Durstine & Osborn Inc., New York, as its agency.

UNIVERSAL PHARMACEUTICALS, New York (B-9 mouth wash) is placing advertising, including radio, through Arthur H. Fulton Co. Inc., N. Y.

Larson In New Job

G. BENNETT LARSON, formerly radio director of J. Stirling Getchell Inc. New York, has joined the radio production staff of Ruthrauff & Ryan Inc., New York. Mr. Larson at one time was radio director of Joseph Katz Co., New York, and was also connected with NBC.

AGENCIES AND REPRESENTATIVES

R. W. SERVICE, formerly in insurance work, has been named sales promotion manager of H. K. Conover Co., new station representative firm in Chicago. The Conover company announces its appointment to represent XEPN and XELO, Mexican-licensed border stations at Piedras Negras, opposite Eagle Pass, Tex.

BURT McMURTRIE, of the radio department of Lennen & Mitchell Inc., New York, handling the Paul Whiteman *Musical Varieties* for John H. Woodbury Co. on NBC-Blue, is in Fort Worth supervising auditions for children who compete on the program.

ROBERT BURLEN, production manager of WEEI, Boston, for seven years, has joined the radio department of N. W. Ayer & Son Inc., New York, to be in charge of radio production on the *Atlantic Family* CBS program. He replaces Brewster Morgan who recently resigned. Mr. Burlen is a graduate of Dartmouth and at one time was connected with NBC Artists Service.

FRED W. REA ADV. AGENCY and the Dake Adv. Agency, both of San Francisco, have merged under the firm name of Dake Adv. Agency Inc., with offices established at 121 Second St., that city. L. W. Dake is president and Fred W. Rea, vice-president. Rea assisted by A. C. Painter, heads the radio department.

DON C. ROBBINS, for the last year San Francisco manager of the Walter Biddick Co., station representatives, has resigned effective July 31.

SCOTT HOWE BOWEN, recently associated as consultant with the Associated Network of New York, a regional chain, has resigned to join James Rand 3d, head of the newly formed Pan American Radio Sales Co., as one of its radio executives.

EDWARD PETRY, head of the representative firm bearing his name, and Mrs. Petry are parents of a daughter, born in Long Island College Hospital July 3.

GEORGE W. DIEFENDERFER, formerly of the San Francisco Examiner and Ziff Co., Chicago, has joined the Chicago sales staff of William G. Rambeau Co.

Chevrolet Disc Programs Enter Into Sixth Quarter

WHEN Chevrolet Motor Co. embarked on its sixth 13-week WBS transcription series on 381 stations, the sponsor already had broadcast more than 71,500 programs. The campaign covers 325 markets in the United States, and includes Honolulu also.

Over a 65-week period Chevrolet has staged more than 1,100 broadcasts a week and when the present 13-week series is concluded the total will exceed 86,000. Rubinoff, Jan Peerce and Virginia Rea, Chevrolet talent, have been heard in more than 14,000 WBS transcription programs, in addition to the NBC half-hour sponsored last winter by Chevrolet. Campbell-Ewald Co. handles the Chevrolet account.

WHAT A PARADE OF DOOR-OPENERS!

This Radio Bridge Folio Sent FREE

Only OFFICIAL CULBERTSON Contract Bridge Radio Series

40 Radio Broadcasts transcribed by "World" giving latest developments in Contract Bridge by Mr. and Mrs. Ely Culbertson. The only radio presentation of the Culbertson System authorized and presented *personally* by these internationally recognized authorities. Copyrighted reproductions of all lessons for weekly distribution to listeners give definite tie-up between radio programs and direct sales for sponsor.

Managers or salesmen of Radio Stations, who want to sell 40 quarter hours in less time than it takes to tell, are invited to write for this complete sales folio — sent free.

THIS new Culbertson Contract Bridge radio series, with the sensationally close tie-up that provides week-to-week welcome door-openers, is without question the easiest way to sell 40 quarter hours, — day or night time, — to laundries, dairies, etc.

The sales folio gives the radio station salesman a complete presentation that covers: 1. The transcribed programs. 2. The complete tie-up between broadcasts and definite sales. 3. The forms for testing results of campaign, etc.

Write for particulars immediately as this series is contracted on an exclusive basis.

RADIO BRIDGE AD SERVICE
1339 42nd Street — Des Moines, Iowa

WTAR
NORFOLK, VIRGINIA
NBC-National Representatives—Edward Petry & Co.

The TARHEEL STATE

Why North Carolina is known as the *Tarheel State* remains a matter of dispute . . . but there is no question as to the standing of the Tarheel territory as a market place!

Among the southern states, North Carolina ranks FIRST in the minds of manufacturers of a wide variety of products who are familiar with the "above the average" buying desires and buying power of the Tarheel population.

With "above the average" income derived from well balanced agricultural, commercial and industrial sources, the people of North Carolina are worth cultivating as customers.

As many sectional and national advertisers have found, the most effective and economical way of reaching the Tarheel territory is over WPTF, the Capital City station, which serves over 180,000 North Carolina homes . . . and thousands more in adjacent territories.

Write Free, Johns & Field, Inc., or direct for data and coverage map.

WPTF
RALEIGH — NORTH CAROLINA

RCA — WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET — NEW YORK, N. Y.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issue of BROADCASTING:

Pennsylvania Rubber Co., Jeannette, Pa. (tires)
Coast-to-Coast Radio Corp., New York (auto accessories)
Duff-Norton Mfg. Co. Inc., Pittsburgh (jacks)
Wm. Cameron & Co. Inc., Waco, Tex. (lumber)
R. G. Sullivan Inc., Manchester, N. H. (cigar store products)
Webster-Eisenlohr Inc., New York (Henrietta, Girard & Tom Moore Cigars)
I. J. Fox Inc., New York (furs)
Kenton Pharmacal Co., Covington, Ky. (Brownatone hair tonic)
Neet Inc., Chicago (depilatory)
Potter Drug & Chemical Co., Malden, Mass. (Cuticura prep.)
Peerless Dentists, Spokane, Wash. (dental clinic)
Therapy Ltd., Pasadena, Calif. (health foods)
Household Finance Corp., Chicago (loans)
Samson-United Corp., Rochester, N. Y. (electric fans)
Institute of Applied Science, Chicago (courses)
Queen Quality Shoe Co., St. Louis
Drums Inc., Detroit (cleaner)

A SERIES of 26 talks covering everything from youth problems to plumbing, by Howard Vincent O'Brien, commentator and author, has been recorded by NBC for its *Thesaurus* transcription service, and has been programmed as part of the Dinner Hour series or five-minute spot programs. They are said to be suitable for sponsorship by bookstores, banks, building and loan societies, etc.

STANDARD RADIO Inc., announces that KTSM, El Paso; WNBC, New Britain; WSGN, Birmingham, and WBNO, New Orleans have subscribed to the Standard Program Library.

THREE June broadcasts commanded exceptional audiences, according to the Cooperative Analysis of Broadcasting (Crossley reports) operated by Association of National Advertisers. About 21% of set owners interviewed reported hearing the Republican convention keynote speech, 23% the Democratic. About 10% heard opening Republican ceremonies, 5% the Democratic. The Louis-Schmeling fight, sponsored on NBC Red and Blue networks by Buick Motor Co., attracted 57% of set owners interviewed and 88% of families who used their sets after 8 p. m. (EDST) reported listening to the bout.

FRIENDLY—Though competitors in the transcription library field are Jerry King, president of Standard Radio Inc. and manager of KFWB, left, photographed with Percy L. Deutsch, president of World Broadcasting System at the NAB convention.

Frank Presbrey Co. Will Sell Local Disc Service

FRANK PRESBREY Co., New York and Chicago advertising agency, has announced the formation of a radio transcription subsidiary, Frank Presbrey Syndicated Features, to handle a program and merchandising service for local stations. Leroy A. Kling, vice president in charge of the Chicago office, is in charge of the service.

Complete five-minute program series as well as merchandising and premium campaigns will be provided, with a dozen or more series designed for particular types of businesses. The Presbrey service will include a clearing house of success and experience stories which will be circulated among all clients. All details of premium and merchandising campaigns will be handled for stations. First programs were recorded by Titan Productions Inc., San Francisco.

RAYMOND L. SERVATIUS, of WESG, Elmira, N. Y., has started a course in radio dramatics in connection with the Mohawk Drama Festival on the Union College campus. He will also write and direct weekly broadcasts for the festival.

Panel Discussion

(*Continued from page 15*)

man for the particular participating program he conducts.

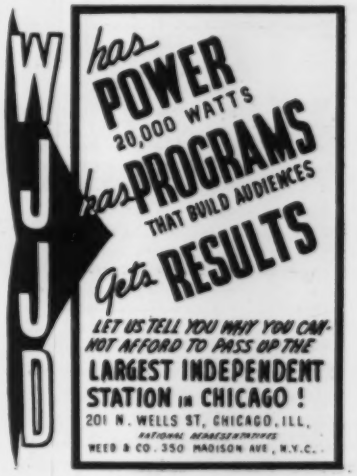
Dr. Herman S. Hettinger, of the Wharton School of Finance & Commerce, University of Pennsylvania, had the subject "The Market for a Station's Services as an Advertising Medium." He brought out that one-fourth of the total revenue of stations is from network business, one-fourth from national and regional spot, and about one-half local. It is significant, he added, that the most business comes from the station's own efforts.

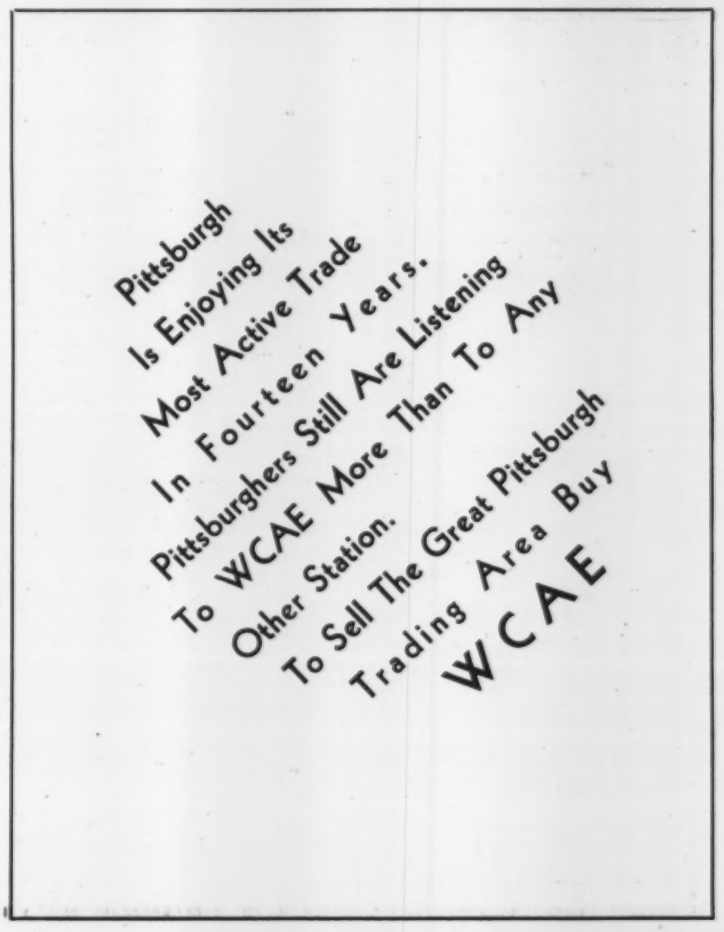
Asked about the trend as to the relative growth of national and local business, he brought out that national has gone up about 45% during the last year and that local business is lagging. Products which are the most important in the national spot field, he declared, are drugs, representing about one-fourth, food products about one-fifth and automotive about one-eighth of the total. In 1934, he said, the latter group represented only 5%. In the local field, he declared that there are some 200 miscellaneous products which represent the bulk of the business. Clothing and food, and household goods each represent about 14%, and department stores only 7.6%. Local advertising follows the trends of retail trade, he declared.

The trend toward programs and away from announcements was hailed as significant by Hettinger.

Jack Van Volkenberg, assistant to H. Leslie Atlass, CBS Chicago vice president, wound up the panel with a discussion of preparing programs for sales. He said it was his view that preparation of programs should be a program department rather than a sales department responsibility. However, he added that the sales department's collaboration is an advantage. A good salesman, he declared, knows what to do in presentation. He advised consultation of the program, sales and other departments in devising a presentation to an account.

Mr. Van Volkenberg said he regarded as unsound the theory of the saleability of sustaining programs. Local advertisers, he declared, do not like anything old; they want something brand new. Moreover, he said, the lack of time available these days makes it uneconomical to build sustaining programs earmarked for commercial sponsorship.


WJJD
has POWER
20,000 WATTS
has PROGRAMS
THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CAN-NOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION IN CHICAGO!
201 N. WELLS ST., CHICAGO, ILL.
WEED & CO. 350 MADISON AVE., N.Y.C.



Sell Tacoma-Seattle Economically

Mail in almost equal percentages from Tacoma, Seattle and towns and farms in the Puget Sound area, shows economy of using KVI—at ONE low cost. 1000 watts, 570 kc.

Pioneer CBS Station in Pacific Northwest

In walking a wire, it's Balance!

In buying time it's

Balanced Coverage

... and the key to that in Northern California is

KSFO

560 KILOCYCLES

1,000 watts full time

SAN FRANCISCO - OAKLAND

WE could talk a lot more than we do about audience mail, because we've a lot to talk about. But here's the BIG point. From all over Northern California, mail comes in proportion to the distribution of radio homes. Let your John Blair man tell you about it!

KSFO — Russ Building, San Francisco
Philip G. Lasky, General Manager

National Representatives:
JOHN BLAIR & CO.

Agreement on Warner Return To ASCAP Is Believed Near

Reunion Seen Not Later Than Autumn; Mills Fostering Plan to Pass Copyright Fees to Advertisers

AGREEMENT upon terms under which Warner Brothers music publishing houses would return to the ASCAP fold may develop any day, it is indicated in music circles. The board of directors of ASCAP during the last fortnight had held what amounted to a continuing session to discuss plans under which Warner Brothers would be allowed to return to the ASCAP organization which it left at the end of last year on the grounds that it was not receiving a sufficiently large "cut" of royalties.

Reunion of ASCAP and Warner publishing houses can be expected by autumn, it is said. There is a strong possibility, however, that the agreement will be effected in advance of that time. Warner Brothers publishing houses have not fared well since the defection from ASCAP and the motion picture productions of the company have suffered because of the lack of performance of Warner numbers featured in those pictures. Herman Starr, vice president of Warner Brothers and head of its music activities, was in Chicago during the NAB Convention July 6-8. He did not discuss the music situation with NAB officials, however, so far as known.

The next regular meeting of the ASCAP Board will be held the last Thursday in September. E. C. Mills, ASCAP general manager, is empowered to call a special meeting prior to that time to handle any emergency business.

ASCAP spokesmen indicate that they are keeping the door "wide open" for Warner Brothers. It is entirely likely that an arrangement may be made whereby Warner will return to ASCAP in advance of September. As things stand now, it can happen almost any day because ASCAP is not throwing up any barriers to its reentry.

No basis has been made for Warner Brothers return. Royalties are divided among ASCAP members according to seniority of the publishing houses, which accounts for 20%; on the availability rating of the music, which accounts for 30% and on the popularity of the music based on radio program performances, which amounts to 50%. Normally, Warner Brothers has already lost its seniority by virtue of its withdrawal. However, it is expected that the ASCAP Board would be willing to reinstate the Warner houses on their old seniority ratings. Officially, they would retain their availability rating but would have to regain their popularity before sharing as advantageously as before on the matter of program performances.

Spotter Spotted

MEANWHILE, it was learned that late last month Federal Judge John P. Barnes of the Chicago Federal District Court dismissed, at the request of Warner Brothers attorneys, a suit filed against WENR alleging performance of *My Wild Irish Rose*. The reason for the dismissal, it was announced, grew out of the fact that WLS, and not WENR, performed the number. The Warner "spotter" thought he was listening to WENR, since the two stations share the same channel. WLS has a Warner license.

It is also reliably reported that six other suits against NBC stations on the same number have been dropped by Warner's because of misinformation in the complaint. A month ago Warner Brothers dropped a batch of 40 suits against CBS stations alleging performance of *That Old Fashioned Mother of Mine*. Thus far, there have been no final adjudication of any of the more than 200 suits brought by Warner houses seeking damages in the amount of nearly $4,000,000.

Mr. Mills is promoting vigorously his plan for revision of copyright fees from a flat percentage basis on gross income, to a method which would mean passing along the percentage cost (and a higher one) to advertisers through stations. This plan does not have the approval of the ASCAP board, so far as known.

At a conference in New York July 2, Mr. Mills outlined the plan to Louis Wasmer, KHQ, Spokane, president of the Washington State Broadcasters Association and Judge John C. Kendall, Portland attorney, representing several stations in Washington. The conference grew out of the dissolution of the ASCAP receivership in Washington last month. Evidently it was concluded that the best proposition procurable now is the five-year contract at 5% of gross.

Blanket License

THE PLAN espoused to the delegation by Mr. Mills as the future solution of copyright was that ASCAP give stations a blanket contract license to all of its catalog on a strictly sustaining program basis; that 5% of the local station one-time rate be paid as the sustaining fee on sustaining programs; on commercial programs, all stations would become agencies of ASCAP and license any advertiser to use ASCAP music, at a fee of 10% of the rate of the station for the time. The license to advertisers would be on ASCAP forms and on the reverse side would be a statement showing the actual music used by the advertiser. The 10% charge would be on program time only, with no assessment on talent or line fees.

In the case of a network, under the plan, the originating station would be liable and issue the license to the advertiser. The affiliated stations would assume that the originating station has procured the license.

Mr. Mills favored a form by which a one-year contract, renewable for one-year periods, might be negotiated. The contract would become perpetual with each advertiser, subject only to cancellation on one-year's notice. On all points not agreed to by ASCAP and broadcasters, there would be set up a board of arbitration comprising one ASCAP member, one broadcaster member, and a third member to be selected by the other two. Under the proposal, broadcasters would agree to refuse time to an advertiser which did not pay his ASCAP bills.

It is reported also that on July 3 the Washington State Courts issued the final decree dissolving the ASCAP receivership. Last month the Court dissolved the ASCAP receivership and the routine procedure of actually transferring books, offices and other ASCAP properties to ASCAP was consummated on July 3 with the signing of the final decree.

Mutual June Billings

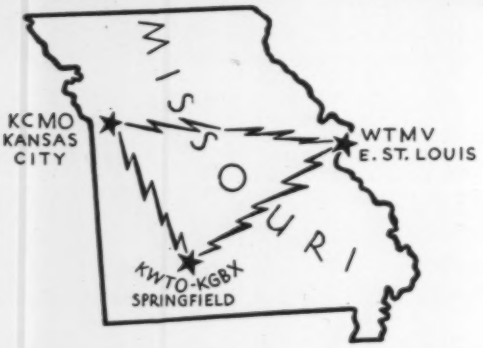
MUTUAL Broadcasting System receipts for June totaled $104,510 against $90,692 for June, 1935. The basic four-station network accounted for $86,368 of this June's billings with the supplementary stations responsible for $18,142. In June, 1935, the associated stations netted only $1,091.

You'll reach new prospects now in the Summer Playground of the Nation

1000 Watts 1260 Kc. **KGVO** MISSOULA MONTANA

The Garden City Station

The Missouri Triangle



AT ONE LOW RATE!!

These 3 stations are doing a real selling job for advertisers who buy **RESULTS**—that's why most of our present advertisers are running on renewed contracts.

We can do an outstanding job for your product too!

FOR RATES AND COVERAGE DATA WRITE TO ANY STATION BELOW

KWTO-KGBX • **KCMO** • **WTMV**

SPRINGFIELD, MO. KANSAS CITY, MO. E. ST. LOUIS

RADIO'S BIG BUY

The Central Station—**WHO**—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

JUNIOR OLYMPICS
WTMV Gets Region Excited Over Race Contests

WTMV, East St. Louis, Ill., capitalizing on the track consciousness of the nation with the world Olympic games in Berlin this summer, has started its own "Junior Olympics". The track meet will be open to boys and girls between 10 and 19 in the St. Louis area. Local newspapers are supporting the idea. The *Globe Democrat* broke the story with an eight-column banner and a full column story, in addition to a four-column cut of banquet tendered the executive committee of the meet by WTMV. Other three local papers, as well as community papers throughout the area, have followed suit. The station has tied in special sports interviews featuring big names in local track circles three nights a week and promotes registration eight times daily.

The Junior Olympics attracted widespread attention in the first week of its campaign, as requests for entrance came from Missouri and Illinois towns outside "Greater St. Louis" area set up by the rules committee. As a result boundary restrictions have been junked and the meet has been thrown open to all localities in Missouri and Illinois. Out-of-state entries will compete in nearest outlying districts.

Trophies will be presented by WTMV. A big 32-inch gold trophy will be awarded the team piling up most points in both boys' and girls' divisions. Trophies will also go to all winning relay teams and individual medals will be given the first four placers in every event. Remote broadcasts from each divisional meet as well as the finals will be carried by the station. Brad Simpson and Jack Brashear, of the WTMV staff, are handling the event.

Nine Sign for Scripts

STAR RADIO PROGRAMS, newly formed radio script syndicate at 250 Park Ave., New York, reports the signing of contracts for its service with nine stations—WJAY, Cleveland; WRAK, Williamsport, Pa.; WABY, Albany; WWNC, Asheville, N. C.; WRR, Dallas; KUMA, Yuma, Ariz.; WHAT, Philadelphia; CKCW, Moncton, B. C.; CKOC, Hamilton, Ont. Burke Boyce, former NBC continuity editor, is production manager of the service, with Charles S. Maxwell as sales manager.

OFF FOR EUROPE — Apparently pleased at the unprecedented testimonial given him at the NAB convention, where he was nominated for president despite his absence, Edwin W. Craig, head of WSM, Nashville, and an NAB director, is fulfilling a promise made to Mrs. Craig 20 years ago — that their 20th anniversary would be celebrated by a trip to Europe. Mr. and Mrs. Craig are now enjoying a tour of the Continent and will be gone until mid-August. Mr. Craig's nomination was brought in by the official nominating committee of the convention but C. W. Myers, KOIN - KALE, Portland, Ore., was elevated from the first vice presidency on an independent ticket.

ITS OWN filming unit is being formed by the British Broadcasting Corp. for its forthcoming television service, this move being forced by the cinema exhibitors' ban on the use of film in television programs.

Radio Markets Inc. Signs 13 Stations in 2 Weeks

WITHIN two weeks after the first announcement of formation of Radio Markets Inc. as a subsidiary of World Broadcasting System Inc. to undertake exclusive representation for stations affiliated with the spot-transcription company, 13 stations had signed contracts, Stephen R. Rintoul, station relations manager of WBS, announced July 13. Many other stations, he said, are negotiating with WBS for Radio Markets Inc. representation and he said he was confident that when the organization began functioning this October, it would have an enrollment of 50 to 60 stations.

The organization, as announced by Percy L. Deutsch, WBS president, will be in no way competitive with existing representation organizations but instead is designed "to provide a much needed service for small stations in the small markets which heretofore have not been able to interest representatives in the sale of their facilities." [See July 1 issue of BROADCASTING.]

A TRAINING college for its staff may be instituted by the British Broadcasting Corp. in order to coach appointees in the intricacies of radio.

JOHN BLAIR & CO.
National Representatives of Radio Stations
NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16
Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21
National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38
Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC
WAAT
JERSEY CITY & SUBURBS

Have You Heard This One?

NEBRASKA Leads All Other States in Farm Income Increase *the First 3 Months of 1936!*

That's a story with a REAL point!

Nebraska's farm income for the first quarter of 1936 was $63,329,000 — with a greater gain than any other state!

This wealth has been reflected quickly in increased buying activity throughout the territory.

Spot Radio Advertising, NOW, will boost your volume in Nebraska.

For complete data on any or all of the live stations listed below, write the Association office, or any individual station.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr. · KOIL Omaha, Nebr., and Co. Bluffs, Ia. · KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr. · KGBZ York, Nebr. · KGFW Kearney, Nebr.
WJAG Norfolk, Nebr. · KGNF North Platte, Nebr.

Covers the Islands like the waters cover the sea.

KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

WJAY

Cleveland • 1610 Kilocycles

FOUND

an exclusive *selling recipe called*

PERSONALIZED SELLING

Typical result from two weeks of broadcasting on CHARM, where Personalized Selling is exemplified:

38 signers-on-the-dotted-line at $100 each in TWO WEEKS. $3800 for an outlay of *less than $200.*

More national advertisers are signing up with this outlet because WJAY GETS RESULTS!

Edythe Fern Melrose, Mgr.

Station WJAY, Cleveland
CHerry 0464
Rep. Aerial Publicising, Inc.
New York, Chicago

PROGRAM NOTES

A NEW twist to the "Man on the Street" idea is *Gang Plank Gossipers* on WBBM, Chicago, three nights weekly. Douglas Hope interviews people coming down the gangplank of the steamship *Theodore Roosevelt* after returning from evening cruises on Lake Michigan.

IN PRESENTING the weekly broadcast by Rev. Wm. Downs and the Nazareth Choir, all lights in the adjoining studios, in the control room and in the visitors gallery of WIS, Columbia, S. C., are extinguished, so that the negro singers do not realize anyone is watching them. The result is that the "Amens" are more spontaneous, the singing more fervid, and a far more realistic effect is obtained.

DURING remodeling-week at WPTF, Raleigh, N. C., when members of the production department were transferred temporarily, equipment and all, to the station's big Studio A, typewriters were banging away and announcers had to quiet the assembly of workers for station breaks. Production Manager Graham Poyner, recognizing the possibility of an unusual broadcast, gave instructions to announcer Les Biebl to take the air with his program *News From Radio Row* directly from the studio where the production staff was busily engaged. While Biebl gave his description, typewriters clacked, continuity was turned out, conversations continued among staff members as if nothing out of the ordinary was transpiring, and real radio atmosphere was created.

WBAP, Fort Worth, arranged a 20-microphone pickup for the Fort Worth Frontier Centennial, which opened July 1. Programs are fed to NBC, including the *Paul Whiteman Musical Varieties* sponsored by John H. Woodbury Co.

BONUS—Here is Foster May, special events announcer of WOW, Omaha, interviewing Ray Sanks, that city, ten minutes after the mail man had delivered a bonus bond to the Sanks family. The local General Electric Supply corp. was sponsor.

USING KIRO as his rostrum Mayor Dore, of Seattle, has started a series of informal radio talks in which he brings to the people of Seattle a complete history of his administration, even as the events are taking place. Mayor Dore explains the official events of the week and tells in what way they will affect the people of the city.

POPULAR in the Southwest is *Helen's Home*, five-weekly morning serial on Texas Quality Network, keyed from WBAP, Fort Worth. It deals with everyday family problems and Mrs. Della West Decker is writer of the script with Dorothy Compere, of the WBAP staff, directing and taking the lead. A cast of 14 is used.

CKY, Winnipeg, Canada's most powerful station with 15,000 watts, is moving its studios to enlarged quarters on the third floor of the Manitoba Telephone Bldg. in the near future, according to announcement of Hon. W. J. Major, minister of telephones in the Manitoba government. CKY has been in the telephone exchange building for 10 years. The telephone system of the provincial government has a broadcasting monopoly in Manitoba.

KMTR, Hollywood, for ten days early in June, strung a remote control line to the county jail. Announcer Hal Styles nightly made a half-hour trip through the establishment. After inspecting a few departments each night and interviewing the jailers, the microphone was stopped before several cells for some of the prisoners to say a few words. None of them attempted to send any personal message or be funny. Most of them mumbled something about "crime doesn't pay".

A WEEKLY floor show featuring popular acts of WCCO, Minneapolis, is presented aboard the Mississippi riverboat *Capitol* each Monday during the moonlight excursion from St. Paul to Hastings, Minn. and return. In addition to the floor show, wandering entertainers play and sing on the upper decks of the boat for all passengers who are not dancing. Each Monday a different WCCO announcer acts as master-of-ceremonies.

IN AN EFFORT to bring its leading participation program of this type "out of the blind spot", WGAR, Cleveland, followed the lead of many other stations in establishing the name of the act (Ethel & Ben) in the program listings and then identifying the hour as a "household hour open for cosponsorship". This simple "dressing up" did much to lift the hour-and-ten-minute program from the "participation" identification. It is recognized that agencies and advertisers sometimes shy clear of the "participation" tag. The advertising is not cold spot announcing, but in conversational style. Their list of co-sponsors indicates how well they have lifted their program "out of the blind spot". Included are Swift & Co., John Morrell & Co., (Red Heart Dog Food), Tree Sweet Orange Juice, G Washington Coffee, Selby Shoe Co., Norge Refrigerator, Cleveland Retail Grocers Association, United Food Stores, Sherwin Williams, Snoflake Shoe Cleaner, and items and firms that are seasonable in nature.

NBC and CBS are aiding WNEW, Newark, in providing material for the WNEW *Musical Biographies* program which relates stories about radio stars.

WJBK, Detroit, will broadcast programs designed and produced by the Board of Education, with the station acting in an advisory capacity. The programs will supplement the regular school curriculum, according to James F. Hopkins, manager.

WBBZ, Ponca City, Okla., staged an amateur contest recently promoted by the American Business Club. With only three days buildup, the program was sold to eight cosponsors. Fifty contestants were auditioned, of which 43 were used. Over 4,000 votes (mail) were cast, the eight winners appearing on the bill with a Major Bowes Unit showing here on the following Saturday. Cash prizes were awarded to the two winners at the stage appearance.

THE Junior Bar Conference, Los Angeles, of the American Bar Association, has launched a weekly afternoon quarter-hour series on KHJ, Los Angeles, under the title *Scales of Justice.* The series will be in the form of personal narratives by prominent peace officers, attorneys and criminologists.

GENERALLY acknowledged as one of Philadelphia's most popular programs, *The Melody Man*, WFIL's unique musical memories contest, this week celebrated its first anniversary. For a birthday present, the *Melody Man* counted 212,627 letters. At the helm of the series are Al Stevens, WFIL's chief announcer, and Wayne Cody, pianist, handle the program.

SAN ANTONIO business men 120 strong, gathered in the ball room of the Plaza Hotel there for a "Mid-Season Pep Luncheon" for the San Antonio Missions' Baseball Team July 7. The affair was sponsored by KTSA, Hearst Radio station in San Antonio, with Charles Casper, sports broadcaster of the station acting as master of ceremony.

INDUSTRIES

are operating at capacity in Gadsden. Business is good in Gadsden, Ala.

WJBY

SHOWMANSHIP

If you have a "test" campaign in mind—put it up to KEX—for versatility and originality in Showmanship!

Famed for its outstanding, local shows nightly, KEX holds an enviable record for dramatic "hits" attained by few stations. A large staff of well-trained composers, musicians, artists and technicians are here to serve you.

KEX

5000 WATTS—1180 KC.
NBC Blue Network

The only station in Oregon operating on a clear channel.

The Radio Service of The *Morning Oregonian*, Portland, Oregon, also operating KGW (NBC Red Network)

Representatives: Edward Petry & Co., Inc., New York, Chicago, Detroit, San Francisco

SELL ALL SOUTH CAROLINA

5000 WATTS
G. RICHARD SHAFTO
MANAGER

WIS
COLUMBIA

560 KILOCYCLES
FREE, JOHNS & FIELD, Inc.
NAT'L REPRESENTATIVES

KEHE PLANS NEW QUARTERS

Unusual Features to Be Included in Layout of Hearst Station's Studios and Transmitter

KEHE, Los Angeles, (formerly KTM), will spend $250,000 within the next few weeks to remodel its technical plant and studio equipment, including the removal of both divisions to new and separate locations.

The reorganization will culminate late in September, or early October, with an elaborate official dedication which will be built up among big names in radio, stage and screen, as well as guest announcers.

The technical equipment will be complete RCA high fidelity transmission, 5 kw., with a vertical radiator. The proposed site will be on a 10-acre plot in the West Adams district of Los Angeles approximately in the center of the old original Spanish land grant known as Rincon de los Bueyes, long a local landmark and historical spot.

A Unique Ground

THE operating building will be a one-story modernistic structure which will house the complete technical equipment and apparatus and also living quarters for two technicians. One of the out-of-the-ordinary features at Rincon de los Bueyes will be the use of Japanese bunch grass for the landscaping, instead of the standard blue grass. The bunch grass requires no cutting or other attention except water at infrequent intervals. Thus it will serve to keep the ground wet and prove practicable as a ground for the antenna. In addition, the Japanese grass will keep down the weeds which ordinarily would be burned frequently and thus, in many instances, burn the copper wire underground.

Another unusual feature at the technical plant will be a reinforced concrete trough for the concentric transmission line. It will have a removable sectional top slab which can be opened after or during earthquake disturbances for inspection purposes.

There will be two sources of power for KEHE. One will be direct from Boulder Dam (furnished through the City of Los Angeles), while the second will be from a commercial company, the Southern California Edison Co. They will provide a continuous circuit for regular usage and also as a standby for all auxiliary purposes.

The old KEHE Western Electric technical equipment will then be entirely renovated, converted to high-fidelity and housed at the plant for standby and auxiliary use.

The Studio Layout

THE new KEHE studios will be located in metropolitan Los Angeles and will be one of three locations now under submission and awaiting approval of the FCC. The building will be a story-and-a-half modernistic structure with mezzanine.

Technically there will be three complete outgoing channels, a master control, five network type mixing consoles and associated equipment with service for 12 remote control lines. There will be provision for DC light and power for use when television arrives.

The city studios of KEHE will be landscaped with many unusual effects. There will be a miniature vertical radiator in front of the building, if the architectural design is such that it will blend in well with the surroundings. It will be decorated with a neon electric sign with the call letters affixed atop the radiator. The tower lights, both at the studios and the transmitter, will be operated by photo-electric cells.

There will be an auditorium with a basic seating capacity of 350 and entrances both from the street and the main studios. The equipment will include an electric counter which will click off the number of people who enter the hall both for a statistical record and also for the use of the sponsors and agencies.

KEHE will have five studios in its main building and with each there will be a clients' audition and conference room in which they can see and hear their own programs. In addition, there will be a separate agency production room where agency executives may test their own program creations in privacy.

Departmental Offices

AN ELECTRIC organ will be installed with a movable console. There will be special provision for a music library and transcription storeroom. Departmental and secretarial offices will be provided for every department, and will be so arranged that the production and administrative divisions will occupy separate quarters with individual hallways and entrances.

Other facilities will include an artists' lounge and public reception rooms. The entire studio building will be completely air conditioned and have special lighting and acoustical effects. Morgan, Walls & Clements, architects, designed the complete unit.

The present technical plant of KEHE is located in Santa Monica with the studios proper at 214 South Vermont Ave., Los Angeles.

Juneau Is Manager

C. B. JUNEAU, who has been associated with the station for the past 11 years is manager. He was originally the owner of the station when the call letters were KFVF and both studios and transmitter were located at Ocean Park-Santa Monica.

There is a technical staff of 11, six staff announcers and a sales and office force of 20, in addition to the usual complement of production men, writers and musicians.

The plans for the new KEHE were announced late in June during the visit of Ford Billings, manager of WCAE, Pittsburgh, who made a cross-country tour in the interests of Hearst Radio Inc., which will represent KEHE nationally.

MIKE CRASHER

Crushed at NBC San Francisco Studio by Ed Ludes

THEY'RE calling Ed Ludes, NBC announcer in San Francisco, "One Punch Ludes" these days. It was he who subdued a slightly demented, but happy groom-to-be who on July 4 invaded and attempted to wreck the network's studios in that city. All happened when one Clarence Kronquis was informed by Jane Burns, chief hostess, that he couldn't broadcast to the world details of his forthcoming marriage. The youth suddenly dashed into a nearby studio where a rehearsal was under way. Knocking music stands and instruments in all directions, he got to the microphone and began shouting.

When musicians attempted to subdue and put him out of the studio, the love-stricken Clarence drew a knife and began slashing, whereupon announcer Ludes stepped up, and felled him with a right. Ludes sat on the slightly muddled man until police arrived and took him to the detention hospital for observation. Ludes received numerous cuts and bruises on his face and hands. He's being hailed a hero by the hostesses and musicians.

Jack Nelson to MBS

JACK NELSON, of the NBC sales staff in Chicago, has resigned to join the Mutual Network sales organization in the Tribune Tower Bldg. in August, working with Ade Hult, MBS sales representative in Chicago since the network was started a year ago.

RADIO
OUTLINE MAPS
of the
UNITED STATES

Every city in the U. S. having a radio station as of January 1, 1936, is shown . . . Time zones are indicated . . . The reverse side of the map carries a complete log of broadcast stations, alphabetically by state, city, and call letters, with wave lengths and powers shown.

The map is 17½x11½ inches, printed on white ledger paper that permits the use of ink.

PRICES

25 Copies	$2.00
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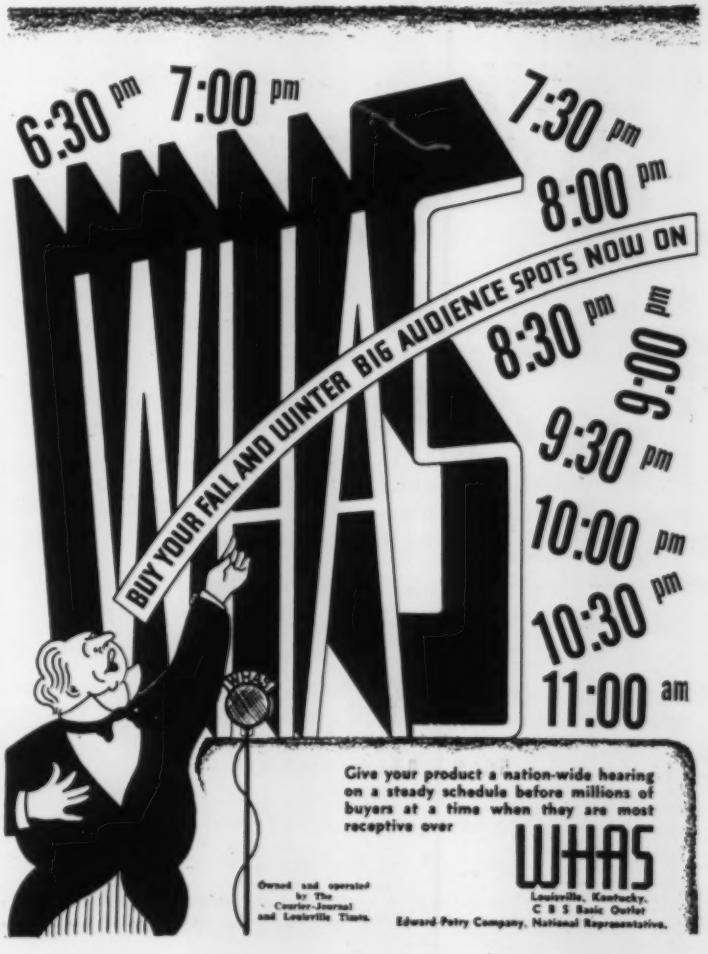
6:30 pm
7:00 pm
7:30 pm
8:00 pm
8:30 pm
9:00 pm
9:30 pm
10:00 pm
10:30 pm
11:00 am
WHAS
BUY YOUR FALL AND WINTER BIG AUDIENCE SPOTS NOW ON
Give your product a nation-wide hearing on a steady schedule before millions of buyers at a time when they are most receptive over
WHAS
Louisville, Kentucky.
C B S Basic Outlet
Owned and operated by The Courier-Journal and Louisville Times.
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KFPY
COMMANDS
in Spokane

—key city of western Washington and the vast Inland Empire

13% more

listeners than the first competing outlet.

2% more

listeners than all other Spokane radio stations combined.

Write Station KFPY

Spokane, Washington for listeners' survey.

REPRESENTATIVES
J. H. McGILLVRA, 485 Madison Avenue, NEW YORK . . . and Palmolive Bldg., CHICAGO

WALTER BIDDICK CO., 568 Chamber of Commerce Bldg., LOS ANGELES and 601 Russ Bldg., SAN FRANCISCO

Maine Court to Take Up ASCAP Monopoly Suit

WHETHER ASCAP will be adjudged an illegal monopoly in the state of Maine, in a procedure similar to that of last year in Washington State, shortly will be decided, according to telegraphic word received by James W. Baldwin, NAB managing director, from Clyde R. Chapman, attorney general of Maine. The Washington state receivership recently was dissolved under rather mysterious circumstances, according to broadcasters from that state attending the convention. Mr. Chapman's telegram follows:

"Bill in equity attorney general of Maine against ASCAP similar to state of Washington bill for hearing soon before Chief Justice State of Maine stop Your attendance and testimony in the substance of your NAB report of Feb. 18 vitally necessary stop On what date in August could you attend hearing State Capital Augusta stop Advise immediately".

Don Lee Names Morgan

DON LEE BROADCASTING SYSTEM has selected Raymond R. Morgan Co., Hollywood, as advertising and sales promotion managers. The appointment is effective at once and a campaign of national advertising will be featured. The Morgan company, current producers of *Strange As It Seems, Drums* and other network programs, represents the Folger Coffee Co., Gilmore Oil Co., and other radio advertisers.

SCORES OF SPONSORS — This is a display of past sponsors of "Uncle Don" Carney, exhibited atop the New Amsterdam Theater in New York where WOR's studio is located and where 700 children and their parents and some of the leading stars of radio helped "Uncle Don" celebrate his 4,000th broadcast this month. The cheery "Uncle Don" has had his children's programs sponsored by 38 firms during the last eight years. His present sponsors are Greenwich Savings Bank, McKesson & Robbins for Calox tooth powder and The Borden Co. for Mel-O-Rol ice cream.

Westinghouse Files Suit For Television Patents Issued to Dr. Zworykin

FIRST indications of what may develop into the bitterest patent fight in radio history, unless the various patent claimants get together beforehand and set up an industry pool, were apparent with the filing of an equitp action against RCA in U. S. District Court in Wilmington by Westinghouse E. & M. Co. Westinghouse asked Judge John P. Nields to direct the U. S. Commissioner of Patents to issue patents to it on the inventions of Dr. Vladimir K. Zworykin, former Westinghouse scientist now with RCA at Camden.

Claims for Patents

DR. ZWORYKIN is the inventor of the Iconoscope television camera and the Kinescope tube for the reproduction of broadcast television images, the mainstays of RCA's television system now undergoing secret field tests from atop the Empire State building in New York. When he joined RCA he took with him his developments, prior to the Department of Justice suit which led to the divorcement of General Electric and Westinghouse control over RCA.

The suit grows out of patents issued to Henry Joseph Round, in which RCA claims full interest, and which were decided by the Patent Commissioner in favor of Mr. Round. These patents apparently are somewhat in conflict with Dr. Zworykin's. In the highly involved litigation Westinghouse asserts it entered into agreements with Dr. Zworykin in 1925 and 1927 and 1932 which give it full control of his patent applications. Westinghouse's suit, it was announced, is to determine whether Dr. Zworykin or Mr. Round is the first inventor of certain television improvements, Dr. Zworykin having assigned his rights to Westinghouse and Mr. Round having assigned his rights to RCA.

Music Appreciation Hour Of NBC in Ninth Year

THE *NBC Music Appreciation Hour*, conducted by Dr. Walter Damrosch, will start its ninth season Oct. 2 on a new time schedule using both Red and Blue networks, Fridays, 2-3 p. m. (EST).

The progressive course, as in the past years, will consist of four series of concerts graded to meet the requirements of different age levels. The Instructor's Manual and the Student's Notebooks will be available to schools and the general public at the cost of production and distribution. The Manual, a general guide to teachers, prepared by Dr. Damrosch and Lawrence Abbott, will contain explanatory notes, thematic illustrations and biographical information on all four series of concerts.

WNAX in the Drought

WNAX, Yankton, S. D., which raised thousands of dollars for drought sufferers during the great dry spell of several years ago, leaped into the breach again this month to carry reports of the current drought plague to the nation. It not only handled local and near-by pickups but twice within a week keyed programs to CBS, with Chan Gurney, Republican candidate for U. S. Senator, and Charles Glenn, chief announcer, doing the broadcasts. Chan Gurney is former manager of WNAX, but several years ago he sold out his interest to his brother Charles.

Laundry Radioaids Made The Laundry Industry Radio Conscious From Miami to Spokane!

As a direct result of this, there will be more laundry services sold this Fall by Radio than ever before.

We are proud to state that station purchases of Laundry Radioaids for August and September release, indicate very clearly that the overwhelming majority of Laundries and Laundry Associations are insisting that Laundry Radioaids, do their selling job.

For detailed information about Laundry, Bread, Furniture, Loan, Used Car and Ice Cream Radioaids,*

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RADIOAIDS INC.

1357 North Gordon Street Hollywood, Cal.

** Jewelry Radioaids ready for release August First. Audition samples now available.*

½ million lbs. of copper a day means a large payroll in
BUTTE
Home of
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7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
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Represented by
FREE & SLEININGER

Col. Knox Asks Free Air At Dedication of WROK

WROK, Rockford, Ill., on July 12 dedicated its new 240-foot radiator and new studios, and at the same time celebrated its advance to full time on the 1410 kc. channel, formerly shared with WHBL, Sheboygan, Wis. Col. Frank Knox, GOP vice presidential nominee, and principal speaker, pleaded for freedom of the air. Gov. Henry Horner, of Illinois, also was present. The event was broadcast by Affiliated Broadcasting Co. Stations.

Asserting he did not speak as the GOP vice presidential nominee, Col. Knox warned against using radio "to spread wrong ideas and encourage wrong policies". Lauding broadcasting as a device for breaking down barriers of time and distance, he predicted the day when it will remove sectional feeling.

WROK is now controlled by the Rockford newspapers published by Mrs. Ruth Hanna McCormick Sims, with Lloyd C. Thomas, general manager, heading a group of minority stockholders.

Three Networks to Carry Landon-Knox Ceremony

ALL three networks—NBC, CBS and Mutual—will carry the notification ceremonies and acceptance speeches of Gov. Landon and Col. Frank Knox, as Republican nominees for president and vice president. Gov. Landon will deliver his acceptance speech July 23 over the combined NBC-Blue and Red networks at 10-11 p. m. CBS will carry the speech from 10-10:30 p. m. Mutual has not fixed its broadcast time as yet.

A week later, July 30, the three networks will broadcast the acceptance speech of Col. Knox. The same broadcast schedule will be followed but only the NBC-Blue will carry the acceptance speech. The Landon talk will force the Kraft-Phenix *Bing Crosby* program off the air for the third time within the past month. President Roosevelt delivered his acceptance speech from Philadelphia on June 27.

Blair Keeps KNX-KSFO

NATIONAL representation of KNX, Hollywood, and KSFO, San Francisco, by John Blair & Co., despite their CBS operation, will continue for the time being, according to present plans. Mr. Blair reports that his company has a contract with KNX that runs until next April and with KSFO that has nearly five years to go. All other CBS owned and managed stations are represented in the national spot field by Radio Sales Inc., CBS subsidiary. KNX and KSFO are linked together as the Western Network, and probably will continue to be even after CBS takes them over—KNX under a purchase agreement awaiting FCC approval and KSFO under lease.

Finer Points of Fancy Fencing

IF Harry Mortimer of the NBC office staff in San Francisco were Fred Allen, he probably would explain that he's taking Natalie Park, network actress, out for lunge. But what he's actually doing is showing her some of the fine points in the art in which this 19-year-old medal-holder contended with other fencing stars at the San Francisco Fencing Championship Competition held in the auditorium of the Emporium, department store, in June.

Mortimer, one of the youngest fencers on the San Francisco Olympic Club team, won first place in the novice foils section of the Pacific Coast Championship recently held in Los Angeles, and second and third place, respectively, in the junior foils and sabers.

Radio Safety Awards

AWARDS for best radio safety programs have been announced by CIT Safety Foundation, 1 Park Ave., New York City, cooperating with the American Automobile Association and affiliates. The Foundation has set aside $250,000 for safety promotion in the next five years. Awards include a $5,000 grand prize for the most notable safety achievement. Bronze plaques will be awarded broadcasters for best radio presentation of public responsibility in motor car accidents, whether it is a single broadcast, a series of sustaining programs, or part of a commercial program.

NORWAY'S broadcasting company is planning to defray part of the expenses of its newly inaugurated shortwave service by admitting radio advertising in short wave programs.

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KIRO

SEATTLE

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UNITED PRESS

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NO DISTANCE IS LONG TO LONG DISTANCE

STATION AGENCY CLIENT TALENT

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You can save many precious hours by using Long Distance often, for no answer is more than an arm's length away by telephone.

NOTICE

TO RCA REVIEW SUBSCRIBERS

A notable new illustrated 452-page book on television, containing collected papers by RCA engineers on recent technical developments, and statements by David Sarnoff on the future of the new art, will be sent for a limited period without extra charge to to all subscribers to the RCA REVIEW.

TELEVISION, now on the press, will be invaluable to radio engineers as a reference work. Additional copies may be had at $2 each.

The first issue of RCA REVIEW, out this month, will include original articles on electronics subjects by Dr. V. K. Zworykin, H. H. Beverage, L. M. Clement and E. W. Engstrom, R. M. Morris and others. The yearly (4 issues) subscription price is $1.50 (outside of U. S., $1.85), including a copy of TELEVISION.

RCA INSTITUTES TECHNICAL PRESS

A Department of RCA Institutes, Inc.
75 Varick Street New York

Baseball Clubs Charge Game Pirating By WMCA in Complaint Filed With FCC

A FORMAL complaint against WMCA, New York, alleging that it is "pirating" play-by-play baseball broadcasts of the New York, Boston and Philadelphia American League baseball clubs, has been filed with the FCC by these clubs and by the American League of Professional Baseball Clubs, it was learned July 11. The complaint received at FCC headquarters asks that, unless WMCA ceases the practices complained of, such as "pirating, appropriating, using or disseminating, to any person, news reports or information of all or any part of the baseball games conducted by the complainants, without their express consent and approval", the license of the station be "revoked and terminated."

On behalf of WMCA, John M. Littlepage, its Washington attorney, stated his opinion that the FCC has no jurisdiction in such matters. Moreover, he brought out that there is precedent to confirm that view, since the FCC some months ago disallowed a complaint alleging rebroadcasting of a World Series baseball game on the ground that it did not violate FCC regulations governing rebroadcasts.

Not a Rebroadcast

IT IS understood that WMCA does not actually rebroadcast the games. Moreover, it is indicated, the WMCA sponsor, General Mills Inc., also sponsors the broadcasts from the Boston and Philadelphia stadiums and is entirely satisfied with the WMCA procedure. The WMCA baseball announcers, it is contended, tell the listeners that they are broadcasting their "versions" of the games and do not state that the broadcasts are direct from the parks.

The FCC first will decide whether it has jurisdiction in this particular case. It is unlikely that there will be any action for several weeks. The FCC may decide to dismiss the case for want of jurisdiction in which event, it is thought, the baseball clubs may take recourse to the courts.

The complaint states that members of the League derive large revenue from the sale of the news of baseball games played by the teams, and that certain of the clubs have entered into contracts authorizing the dissemination and broadcast of the news of such games for specific purposes and under limited conditions. The Boston Red Sox, for example, it states, has a contract with the Yankee Network, and the Philadelphia Athletics with WCAU to broadcast their games in certain territories.

Nature of Charges

THE allegation is that WMCA, during the 1936 season and particularly since June 1 has broadcast a play-by-play description and the scores of the baseball games in Boston and Philadelphia "without the consent and authority of the complainants or the consent and authority of the Yankee Network Inc. or WCAU Broadcasting Co." It further alleges that the broadcasts are made from the WMCA studios in New York by "appropriating and pirating the information obtained from the broadcast of such baseball games by Station WICC located at Bridgeport, Conn., and Stations WCAU and WIP located at Philadelphia."

Specifically, the complaint concludes that the WMCA practice constitutes a "rebroadcast" in violation of the provision of the law which prohibits picking up of programs without the authority of the originating station. It asks that the FCC issue an order directing WMCA to disclose under oath full information concerning the broadcasts.

The complaint is signed by William Harridge, president of the American League; Thomas A. Yawkey, president of the Boston Club, and by the law firm of Baker, Hostetler, Sidlo & Patterson, representing the New York and Philadelphia clubs.

Authentic Singing

WIS, Columbia, S. C., is presenting a quarter-hour program which features a group of 30 negro singers. The program originates in the plant of the Capitol City Laundry, sponsoring the series, and presents true negro spirituals with the background noises of modern laundry machinery. The effect is unique, and the program has caused so much favorable comment that plans are being made to increase the broadcasts to a two-a-week basis.

P. A. For Home

WALTER WIDLAR, merchandise manager of WJAY, Cleveland, who used to be a radio engineer, has solved the nurse problem at his home. He rigged up a mike in the nursery with a loud speaker in the laundry in the basement. When Mrs. Widlar is bossing the job of the Monday morning laundry and the Tuesday ironing, she can hear every move the youngster makes.

Broadening Drama

CBS on July 18 will start a new series titled *Columbia Workshop*, with Irving Reis, playwright and director, to be given a chance to try unusual voice and sound effects. The series will be heard 8:30-9 p. m. Saturdays. Reis will be given a free hand and all the tools and talent he wants.

Church Leaves CBS

WELLES (Ted) CHURCH, assistant manager of WJSV, Washington, and chief assistant to CBS Vice President Harry C. Butcher, resigned July 11 after five years with the network and station. He did not announce future plans. Prior to joining CBS in 1931 he was a correspondent on the Washington staffs of the United Press and the *New York Herald-Tribune*.

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F-357A, half wave rectifier illustrated above, represents just one of a long line of Federal Telegraph Co. Radio Tubes *"Famed for Performance"* throughout the world. Federal Telegraph Co. engineers have greatly improved this type of mercury vapor tube by shielding it. In F-357A the arc is confined within the shield which reduces bulb blackening and materially reduces the tendency to arc back. A special filament core material insures permanency of the oxide coating and prevents flaking. Write for catalog.

Federal Telegraph Company, a Mackay Radio subsidiary, maintains a tube service organization that really wants to serve you.

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"A" CUT CRYSTALS

For immediate delivery: broadcast band crystals with temperature coefficient less than three parts per million per degree C. Mounted in variable air gap Isolantite holder $50.00

Also:

A complete line of heater or oven type mountings with bi-metallic or mercury column thermostats, with or without thermometers.

HOLLISTER CRYSTAL COMPANY MERRIAM, KANSAS

IN THE CONTROL ROOM

DONALD KASSNER, WMT, Cedar Rapids - Waterloo, transmission engineer, was married in June to Miss Mary Knowles of Oak Park, Ill. Mr. and Mrs. Kassner will live in Marion, Ia., location of the WMT transmitter.

STEPHEN GARCIS, formerly of WHBY, Green Bay, Wis., and John Macnak, of Gary, have joined the technical staff of WKBZ, Muskegon, Mich.

WILLIAM KOTERA, chief engineer of WOW, Omaha was confined in June in St. Joseph's Hospital, Omaha, with a severe attack of arthritis.

ART McPHILLIPS, engineer of WJR, Detroit, and a student at Wayne University, has been awarded a fellowship at the University of Chicago.

A. M. WOODFORD, operator of WBAP, Fort Worth, has obtained leave of absence to serve as engineer at the Fort Worth Frontier Centennial.

HOWARD E. CAMPBELL, chief engineer of WHAS, Louisville, and Mrs. Campbell are the parents of a son, born July 8.

TED BINDNER, technician at KROW, Oakland, Cal., for approximately two years, has been made chief engineer for the station, succeeding Chauncey E. "Bud" Downey, who resigned in June to become broadcast research engineer for the Techna Corp., San Francisco equipment manufacturers. Downey is now in New York City establishing sales offices for his organization. KROW has added Hobart P. Davis and James Blanchet to the technical staff. Davis was formerly an operator aboard the *Northlander*, Pan-American Airlines supply ship which served in establishing airway bases at Midway, Gaum and Wake islands. Blanchet, formerly an operator for KSFO, in San Francisco, is stationed at KROW's transmitter.

WILLIAM A. CRABBE, announcer-operator at KQW, San Jose, Cal., resigned July 1 because of ill health. Before joining KQW he was associated with KDON, Del Monte, Cal., in a similar capacity.

ERNEST E. JEFFERSON, formerly NBC studio engineer in San Francisco, has been appointed to the operator's staff of KJBS, that city.

J. W. BAKER, control operations supervisor, P. A. Sugg and G. W. Andresen, studio engineers, attached to NBC's San Francisco engineering staff, were winners in the photographic contest recently conducted by the *A. T. E. Journal* (official publication of the Association of Technical Employes of NBC).

CHARLES WHITE, for the last year assistant engineer at KJBS, San Francisco, resigned July 1 to join the Techna Corp., broadcasting and sound equipment manufacturers in that city, as manager of the designing and experimental departments.

DR. LEE DeFOREST, inventor, who now has his own laboratory in Los Angeles, has been granted Patent No. 2,045,570 by the U. S. Patent Office, covering "apparauts for receiving and projecting televised images in synchronism with sound." He has assigned the patent to American Television Laboratories Inc., a Delaware corporation.

LIEUT. E. K. JETT, FCC assistant chief engineer, on July 20 will begin a series of lectures on "Police Radio Administration" before the police training school of the Department of Justice's Federal Bureau of Investigation. Representatives of municipal, state and county police attend the courses offered by the G-Men.

E. H. GAGER, technical supervisor of KYW, won the KYW-WCAU golf tournament staged at Ashbourne Country Club, Philadelphia. He scored a 74, with Mannio Sacks second and H. Bart McHugh Jr. third.

EQUIPMENT

WKBZ, Muskegon, Mich., has moved into new offices and studios, built following the fire which destroyed the former quarters in March. The new control room, located between the new studios, has new RCA 70-A transcription tables and equipment installed and built by George Krivitzky, WKBZ chief engineer. Brush microphones are used in studios and for remotes. A nine-acre site has been purchased for erection of a new transmitter, vertical antenna and ground system, the site having been approved by the FCC.

CONVENIENCE and accuracy of operation on an improved basis are claimed for the new General Radio 605-A standard signal generator. AC operation has been incorporated but the generator may also be operated on batteries. The frequency range extends from 9.5 to 30,000 kilocycles, covering carrier, supersonic and high audio frequencies as well as most of the radio frequency spectrum.

KGER, Long Beach, Cal., moved into its new studios quarters on the eleventh floor of the Clark Hotel, Los Angeles, on July 1. KGER, is a Long Beach station with main studios in Los Angeles but transmitter and auxiliary studio at the beach city. The Los Angeles studios were burned several months ago when they were located in Arnold's Dept. Store. Temporarily the station has been using the facilities of KRKD. The Clark Hotel location will provide administrative space, studios and rehearsal hall. audition room and remote control booths.

JOHN LONG, Jr., chief engineer of WHAM, Rochester, has announced that W8XAI, the Stromberg-Carlson 100-watt experimental "apex" station, is to change its frequency from 31.6 megacycles to 41 mc. about the middle of August to place the shortwave programs on a frequency less bothered by ignition interference from airplanes and automobiles.

WAAF, Chicago, has completed its new vertical radiator on the roof of the Exchange Building in the Union Stock Yards. The new tower is 231 feet high and approximately 330 feet above the ground. WAAF is the only Chicago station with a vertical radiator antenna within the city limits. It will be used in conjunction with an increase in power from 500 to 1000 watts.

GATES Manufacturers of

Everything in Speech—Remote—Transcription and Microphone Equipment

GATES RADIO & SUPPLY CO.

QUINCY, ILLINOIS

Mr. Schuette Abandons Shortwave Radio Group

Mr. Schuette

SHORTWAVE Institute of America, organized last year by Oswald F. Schuette, formerly active in radio patent and copyright matters, was terminated early this month with Mr. Schuette's resignation as its president. The organization was formed to encourage shortwave listening and was financed by several radio set manufacturers and distributors.

Mr. Schuette announced that he will retain his offices in the National Press Bldg., Washington, as counselor in radio and public relations. In this capacity, he stated, he will advise RCA "on the opportunities for developing new fields and new markets for radio in the public interest and in the research and patent developments of the art and its relations to the radio industry."

Prof. Quiz Promoted

AFTER a nine-week tryout of *Prof. Quiz*, question and answer program on WJSV, Washington, G. Washington Coffee Refining Co., Morris Plains, N. J., has extended the tests to WABC, New York. Response in the WJSV area was said to have been favorable. Cecil, Warwick & Cecil Inc., New York, has the account. WJSV continues to produce and broadcast the program.

FCC Names Technician

DR. LYNDE P. WHEELER, one of the outstanding physicists of the country, has been appointed to take charge of the newly established Technical Information Section of the FCC, which is to keep the Commission advised of scientific and technical progress in radio. Dr. Wheeler was a member of the Yale faculty from 1894 to 1926, then became head of the consulting and radio sections of the Naval Research Laboratory and recently has been a private consultant in communications engineering. He has lectured before the Bureau of Standards on radio wave propagation and has been a leading member of the Institute of Radio Engineers and other scientific organizations as well as author of a score of technical articles.

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Richmond, Ind.

KSD 550 KCS. — BOTH ENDS OF THE DIAL! — W9XBY 1530 KCS.

THANK YOU — MR. COE, Chief Engineer of KSD — MR. TAYLOR, Chief Engineer of W9XBY

We're mighty proud to serve two such outstanding stations at each end of the dial with WEEKLY FREQUENCY MEASUREMENTS.

And THANKS ALSO to the more than 125 other Chief Engineers who subscribe to our weekly and monthly service and whose stations occupy more than half of the remaining channels in the broadcast band.

Single Measurements ... $1.75 each
Weekly Measurements ... 5.00 per month

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RECORD PIANO MUSIC at 33-1/3 R.P.M. with

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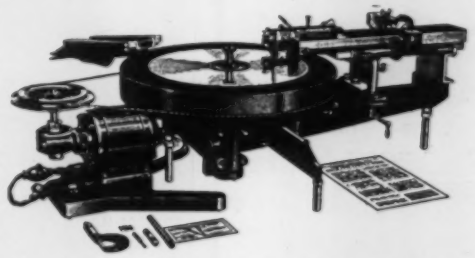

New, improved design — Scientifically correct — Superlative performance — Solid, heavy, dependable — Precision machined for long and continued use — 16 in. distortion proof turntable disc — Constant speed rim drive—110 volt A.C. 100% synchronous reversible motor — Individually calibrated timing bar provides for both 33⅓ and 78 R.P.M. at 90, 110, and 130 lines per in.—Solid steel bar slide—The climax of four years of research and experiment—Positively the last word in instantaneous recording equipment.

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To Completely Control the Puget Sound Market
Use Both of Seattle's Pioneer Radio Stations

KOMO NBC-Red | **KJR** NBC-Blue

National Representatives — EDWARD PETRY & CO.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

JULY 1 TO JULY 13, INCLUSIVE

Decisions . . .

JULY 2

APPLICATIONS GRANTED:

NEW, Exponent Co., Clarksburg, W. Va.—CP 1370 kc 100 w D.

WCNW, Brooklyn—CP move trans. locally, vertical radiator.

KCRJ, Jerome, Alaska—CP new trans., antenna, change spec. hours to D.

WGNY, Chester Twp., N. Y.—CP change equip., new antenna, move trans. to Newburg.

KRGV, Weslaco, Tex.—Install automatic freq. control.

KFEL, Denver—Modif. CP move trans. to 1900 Sheridan Blvd.

KVCV, Redding, Cal. — Modif. CP approval trans. and studio sites, change equip., approval vertical radiator.

WWSW, Pittsburgh—License for CP 1500 kc 100 w N 250 w D unltd.

WJAR, Providence, R. C.—License for CP 890 kc 1 kw unltd. directional.

WCHV, Charlottesville, Va. — Renewal license to 1-1-37.

KALB, Alexandria, La.—Same.

WSGN, Birmingham—Renewal license to 12-1-36.

KSLM, Salem, Ore.—CP new equip.

WJBK, Detroit—Modif. CP new equip., delete auth. vertical radiator.

KFNF, Shenandoah, Ia.—Auth. antenna input measurement.

KGBX, Springfield, Mo.—License for CP 1230 kc 500 w N directional, 500 w D non-directional unltd.

KGFG, Oklahoma City—Renewal 90 days.

WATL, Atlanta—Same.

WMBH, Joplin, Mo.—Transfer control to Joplin Globe Pub. Co.

KXL, Portland, Ore.—Auth. automatic freq. control.

WNEK, San Juan, P. R.—Extend completion, modif. CP.

KGIR, Butte, Mont.—CP move studio, trans., vertical radiator, new equip.

WGRC, New Albany, Ind.—Modif. CP trans. site, studio vertical radiator.

WSAY, Rochester—CP to reinstate CP, extend completion.

WFLA-WSUN, St. Petersburg—Modif. license re field intensity, directional.

SET FOR HEARING—NEW, Bayou Brdcstg. Co., Houston, amended applic. CP 1210 kc 100 w D; WGPC, Albany, Ga., renewal license and move trans., studio, new equip.; WMBH, Joplin, Mo., CP change equip, change 1420 to 1380 kc, increase 100 w 250 w D to 500 w; KVL, Seattle, CP amended to 1070 kc, delete N, increase D to 250 w; NEW, Courier-Post Pub. Co., Hannibal, Mo., CP 1310 kc 100 w unltd.; NEW, Skagit Brdcstg. Assn., Whitney, Wash., 1420 kc 100 w unltd.; WDAE, Tampa, Fla., change 1220 to 550 kc; WCAP, Asbury Park, N. J., modif. license 500 w to 1 kw; NEW, Pottsville Brdcstg. Co., Pottsville, Pa., CP 580 kc 250 w D; NEW, C. F. Gaarenstroom, Fairmont, Minn., CP 1420 kc 100 w 250 w D unltd.; NEW, W. Hanes Lancaster & J. W. Birdwell, Johnson City, Tenn., CP 1200 kc 100 w N 250 w D unltd.; NEW, Clarence C. Dill, Washington, D. C., CP station at Bethesda, Md., 1390 kc 1 kw unltd. directional; NEW, R. B. Anderson, Austin, Tex., amended applic. CP 1120 kc 500 w N 1 kw D spec., directional N; NEW, C. W. Snider, Wichita Falls, Tex., CP amended to 1500 kc 100 w N 250 w D unltd.; NEW, John C. Looney, Milton, Mass., CP 1570 kc 1 kw unltd. vertical wooden tower; NEW, Peninsula Newspapers Inc., Palo Alto, Cal., amended CP 1160 kc 500 w D; NEW, Valley Brdcstg. Co., Cleveland, CP 890 kc 1 kw unltd.; WDAS, Philadelphia, CP new equip., directional, change 1370 to 1390 kc, increase 100 w 250 w D to 500 w 1 kw D; NEW, A. Frank Katzentine, Miami Beach, Fla., CP 1500 kc 100 w unltd.; New, News Press Pub. Co., Santa Barbara, Cal., amended applic. 1220 kc 500 w unltd.; NEW, Frank F. Airey, Twisp, Wash., CP 1220 kc 250 w D; NEW, H. A. Hamilton, Asheville, N. C., CP 1200 kc 100 w unltd.; NEW, Southwestern Brdcstg. Co., La Junta, Col., CP 1370 kc 100 w unltd.; KINY, Juneau, Alaska, CP change 1310 kc to 1430 kc, increase 100 to 250 w; NEW, Valley Brdcstg. Co., Youngstown, O.

APPLICATION DENIED—NEW, Mrs. E. M. Watkins, Eagle Pass., Tex., denied auth. transmit Texas Centennial programs to XEPN, Piedras Negras, Mexico.

SPECIAL AUTHORIZATION—KFNF, Shenandoah, Ia., temp. auth. use time KUSD does not use to 9-1-36.

RATIFICATIONS:

NEW, A. W. Mills, Gallup, N. M.—Amend applic. 1310 to 1500 kc.

KCMO, Kansas City—Granted reconsideration action designating CP applic. for hearing and granted without hearing subject to antenna approval.

WMFJ, Daytona Beach, Fla.—Extension temp. auth. use present trans. pending repairs.

WFIL, Philadelphia — Extension temp. auth. 560 kc 1 kw N for July.

WOW, Omaha—Extension temp. auth. 5 kw N July.

KCMO, Kansas City—Extension temp. auth. 100 w trans.

KGKB, Tyler, Tex.—Temp. auth. spec. hours July.

WJEJ, Hagerstown, Md. — Extension temp. auth. 50 w spec.

WADC, Akron — Modif. CP change equip.

WHAT, Philadelphia—Granted petition intervene applic. Eastern States Brdcstg. Co., Bridgeton, N. J., denied answer in opposition to latter's petition.

KVOS, Bellingham, Wash. — Granted auth. participate hearing applic. Gomer Thomas for CP at Bellingham, denied request it be heard with pending KVOS applic. for renewal and applic. Skagit Brdcstg. Assn.

WCBD Ind.—Denied petition to correct FCC records and dismiss its applic. transfer control.

ACTION ON EXAMINERS' REPORTS:

NEW, Golden Empire Brdcstg. Co., Sacramento, Cal.—Denied CP 1310 kc 100 w unltd., sustaining Examiner Arnold.

NEW, Royal Miller, Sacramento — Granted CP 1310 kc 100 w D sustaining Chief Examiner Arnold.

NEW, F. W. Atkinson, Watsonville, Cal.—CP 1310 kc 250 w D, reversing Examiner Bramhall.

NEW, Mason City Brdcstg. Co., Mason City, Ia.; NEW, Northern Iowa Brdcstg. Co. Inc., Mason City; NEW, Mason City Globe Gazette Co., Mason City — Mason City Brdcstg. Co. & Northern Iowa Brdcstg. Co. Inc., denied CP's 1420 kc 100 w unltd., Mason City Globe Gazette Co. granted CP 1210 kc 100 w unltd., all sustaining Examiner Dalberg.

NEW, Central Brdcstg. Co., Eau Claire, Wis.—Denied CP 1050 kc 250 w D, reversing Examiner Dalberg.

WDBO, Orlando, Fla.—Granted modif. license increase 250 w to 1 kw 580 kc unltd., sustaining Examiner Walker.

WIRE, Indianapolis — Granted CP change equip., increase 500 w N 1 kw D to 1 kw N 5 kw D 1400 kc unltd., sustaining Examiner Hyde.

NEW, Farmers & Bankers Life Ins. Co., Wichita—Denied as in default CP 1210 kc 100 w unltd., sustaining Examiner Hyde.

NEW, Joplin Brdcstg. Co., Pittsburg, Kan.; NEW, Pittsburg Pub. Co., Pittsburg; NEW, Harold F. Foraker & Ray D. Luzadder, Wichita—Joplin Brdcstg. Co. denied CP 1200 kc 100 w D unltd., sustaining Examiner Dalberg; Pittsburg Pub. Co. denied CP 1500 kc 100 w unltd., reversing Examiner Dalberg; Harold F. Foraker & Ray D. Luzadder denied CP 1500 kc 100 w unltd., sustaining Examiner Dalberg.

NEW, Roberts MacNab Co., Jamestown, N. D.—Denied CP 1310 kc 100 w unltd., reversing Examiner Dalberg.

WEAN, Providence, R. I.—Granted CP new equip., move trans. locally, increase 500 w to 1 kw 780 kc unltd. directional, reversing Examiner Bramhall.

KVSO, Ardmore, Okla. — Granted CP change equip. 100 w N & D, reversing Examiner Hyde.

WFBR, Baltimore — Granted modif. license increase 1 kw D 500 w N 1270 kc unltd., sustaining Examiner Dalberg.

WOOD-WASH, Grand Rapids — Granted CP change equip., move trans., increase to 1 kw D 500 w N 1270 kc, sustaining Examiner Dalberg.

NEW, Ralph Perez Perry, Santurce, P. R.—Denied CP 1340 kc 250 w unltd., sustaining Examiner Walker.

KGCX, Wolf Point, Mont.—Granted CP move trans., change equip., change 1310 to 1450 kc, increase 100 w to 250 w LS hours from spec. to unltd., sustaining Examiner Bramhall.

NEW, Bell Brdcstg. Co., Temple, Tex.—CP 1370 kc 100 w D, sustaining Examiner Dalberg.

NEW, Chicago Brdcstg. Assn. Ltd., Chicago — Denied CP 1500 kc 100 w unltd., sustaining Examiner Walker.

NEW, Adv. Pub. Co. Ltd., Honolulu—Denied CP relay station, sustaining Examiner Walker.

NEW, Christina M. Jacobson, San Luis Obispo, Cal.—Granted CP 1200 kc 250 w D, sustaining Examiner Hill.

NEW, Merced Star Pub. Co., Merced, Cal.—Granted CP 1040 kc 250 w D, sustaining Examiner Bramhall.

KFJM, Grand Forks, N. D.—Granted CP change equip., change 1370 to 1410 kc, increase 100 w to 1 kw D 500 w N subject rule 131, 132, 139 unltd., reversing Examiner Walker.

NEW, V. H. Lake, H. E. Stanford, Atlanta—Denied CP 1210 kc 100 w D, sustaining Examiner Hyde.

WTFI, Atlanta—Granted CP move trans., studio, sustaining Examiner Walker.

WCAO, Baltimore—Denied modif. license increase 500 w 1 kw LS to 1 kw 600 kc unltd., sustaining Examiner Dalberg.

WICC, Bridgeport, Conn.—Denied modif. license increase 500 w 1 kw LS to 1 kw 600 kc spec., sustaining Examiner Dalberg.

WIP, Philadelphia — Granted modif. license increase 500 w to 1 kw D 500 w N 610 kc, reversing Examiner Dalberg as to daytime power.

KFRO, Longview, Tex. — Denied CP change equip., increase 100 w D to 250 w D 100 w N, change from D to unltd., 1370 to 1210 kc, sustaining Examiner Hill.

NEW, Oil Capital Brdcstg. Assn., Kilgore, Tex.—Granted CP 1210 kc 100 w unltd., sustaining Examiner Hill.

KWEA, Shreveport, La. — Denied renewal license 1210 kc 100 w unltd., sustaining Examiner Hill.

NEW, Black Hills Brdcstg. Co., Rapid City, S. D.—Granted CP 1370 kc 100 w unltd., sustaining Examiner Bramhall.

NEW, J. C. & E. W. Lee, Riverside, Cal.—Denied CP 820 kc 250 w D, reversing Examiner Walker.

NEW, Robert K. Herbst, Fargo, N. D. —Denied CP 1310 kc 100 w unltd., sustaining Examiner Seward.

NEW, F. N. Pierce, Taylor, Tex.—Denied CP 1310 kc 100 w D, sustaining Examiner Walker.

RCA-NAB GROUP—Seated left to right: S. W. Goulden, Ben Adler, W. L. Garnett, P. V. Lutz, W. M. Witty, H. J. Schrader, A. R. Hopkins. Standing left to right: W. L. Lyndon, I. R. Baker, Al Josephson, Ted Smith, R. A. Wilson, L. J. Anderson, R. P. May, Harold C. Vance.

KMMJ, Clay Center—Transfer control to KMMJ Inc.

WNBR, Memphis—Transfer control to Memphis Commercial Appeal Inc.

WRDW, Augusta, Ga.—Transfer control to Arthur Lucas, W. K. Jenkins, F. J. Miller.

WEBR, Buffalo—Vol. assign. license to WEBR Inc.

KIUJ, Santa Fe, N. M.—Vol. assign. license to J. Laurence Martin.

NEW, O. Lee Stone, Florence, S. C.—CP 1200 kc 100 w D.

KWG, Stockton, Cal.—Vol. assign. license to McClatchy Brdcstg. Co.

KERN, Bakersfield, Cal., consent vol. assign. license to McClatchy Brdcstg. Co.

KFBK, Sacramento—Vol. assign. license to McClatchy Brdcstg. Co.

KMJ, Fresno, Cal.—Granted consent vol. assign. license to McClatchy Brdcstg. Co.

WDSU, New Orleans—CP change equip.

WCMI, Ashland, Ky.—Amend CP to: Change equip., install vertical rad., increase to 250 w D 1310 kc 100 w N.

WTAG, Worcester, Mass.—CP increase to 1 kw directional, move locally.

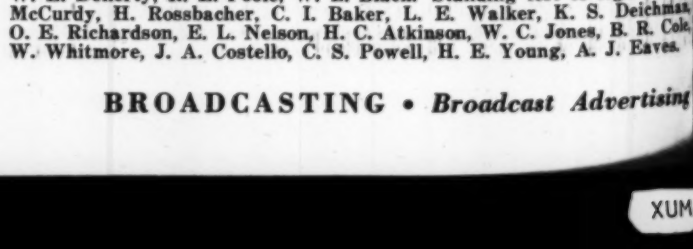
WEEI, Boston—CP new equip., directional, increase 1 to 5 kw D.

KOIL, Council Bluffs — CP change equip.

WKBV, Richmond, Ind.—Modif. CP extend completion.

WMCA, New York—Modif. license increase 500 w to 1 kw directional.

WIS, Columbia, S. C.—License for CP 560 kc 1 kw N 5 kw D unltd. directional N.



WESTERN-GRAYBAR-BELL—Biggest of all NAB delegations was the 30-man crew at Western Electric's exhibition, representing the three affiliated companies, most of them shown here. Front row left to right: F. Saffer, E. W. Thurston, D. B. McKay, L. F. Bockover, H. N. Willets, W. E. Doherty, R. E. Poole, W. L. Black. Standing left to right: R. G. McCurdy, H. Rossbacher, C. I. Baker, L. E. Walker, K. S. Deichman, O. E. Richardson, E. L. Nelson, H. C. Atkinson, W. C. Jones, B. R. Cole, W. Whitmore, J. A. Costello, C. S. Powell, H. E. Young, A. J. Eaves.

NEW, Eugene DeBogory, Temple, Tex. —Denied CP 1310 kc 100 w D, reversing Examiner Walker.

NEW, E. E. Long Piano Co., San Luis Obispo, Cal.—Denied CP 1200 kc 100 w ltd., sustaining Examiner Hill.

HEARING CONTINUED — Hearing of applications for 500 kw, heretofore set for 9-24-36, continued until after engineering hearing of 10-5-36.

RULES DELETED AND MODIFIED—Deleted Rules No. 6, 109 as amended, 110 as amended, 111 as amended, 112 and 114. Modified 116 to read: The following frequencies are designated as clear channels and are allocated for use by clear channel stations: 640, 650, 660, 670, 680, 700, 710, 730, 740, 750, 760, 770, 790, 800, 810, 820, 830, 850, 860, 870, 970, 980, 1000, 1020, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1130, 1140, 1150, 1160, 1170, 1180, 1190. Modified 119 to read: The following frequencies are designated as high power regional frequencies and allocated for use by high power regional stations, permitted to operate simultaneously with a power not less than 5 kilowatts: 1460, 1470, 1480, 1490 kc.

ENGINEERING HEARING — Informal engineering hearing set for 10-5-36 to determine what changes if any or improvements if any are desirable in engineering principles of allocations from 550 to 1600 kc.

MISCELLANEOUS — WOWO, WGL, Fort Wayne, Ind., control granted to Westinghouse Elec. & Mfg. Co., reconsidering action of May 21; Suspended the date of CP new station for Lincoln Memorial Univ., Harrogate, Tenn.; WKRC, Cincinnati, reconsidered and granted applic. increase to 5 kw D instead of 2½ kw, directional antenna; WSB, Atlanta, granted permission intervene KMMJ hearing; WACO, Waco, Tex., granted permission intervene hearing on applic. John S. Braun for CP at Waco 1500 kc 100 w D; WTAR, Norfolk, Va., approved directional antenna; WWJ, Detroit, granted petition intervene hearing new station at Dearborn; WROK, Rockford, Ill., granted modif. license in conformity with action of 1-10-36 when auth. was granted change hours to unltd.; WEEI, Boston, dismissed request CP 590 kc 5 kw unltd. at applic. request; 9-24-36 set as date for oral argument re Ex. Rep. I-227, based on applic. E. F. Peffer, Stockton, Cal. (KGDM) change from D to ltd.

Examiners' Reports . . .

NEW, Continental Radio Co., Columbus —Examiner Irwin recommended (I-240) that applic. CP 1310 kc 100 w unltd. be denied.

NEW, Continental Radio Co., Toledo—Examiner Seward recommended (I-241) that applic. CP 1200 kc 100 w D be denied.

KDYL, Salt Lake City—Examiner Seward recommended (I-242) that Commission affirm action of 2-13-36 granting applic. KDYL for CP 1290 kc 1 kw 5 kw LS unltd.

NEW, Nathan N. Bauer, Miami, Fla.—Examiner Seward recommended (I-243) that applic. CP 1420 kc 100 w unltd. be granted.

WTJS, Jackson, Tenn.—Examiner Walker recommended (I-244) that applic. CP change from 1310 kc 100 w 250 w LS unltd. to 920 kc 250 w 500 w LS unltd. be denied.

NEW, Southwest Brdcstg Co., Prescott, Ariz.; W. P. Stuart, Prescott—Examiner Seward recommended (I-245) that applic. Southwest Brdcstg. Co. for CP 1500 kc 100 w 250 w LS unltd. be granted; that applic. W. P Stuart for CP 1500 kc 100 w unltd be denied.

WIL, St. Louis—Examiner Hyde recommended (I-246) that applic. change from 200 kc 100 w 250 w LS unltd. to 1250 kc 1 kw unltd. be denied.

WOL, Washington — Examiner Dalberg recommended (I-247) that applic. change 1310 kc 100 w unltd. to 1230 kc 1 kw unltd. be denied.

WPRO, Providence, R. I.—Examiner Seward recommended (I-248) that applic. change from 630 kc 250 w unltd. to 500 kc N 1 kw LS be granted.

KTFI, Twin Falls, Id.—Examiner Hill recommended (I-249) that applic. change from 1240 kc 500 w 1 kw LS unltd. to 1240 kc 500 w 1 kw LS unltd. be granted, also renewal license.

KSEI, Pocatella, Id.—Examiner Hill recommended (Ex. Rep. I-250) that applic. renewal license be granted.

NEW, Voice of Marshall Association, Marshall, Tex.—Examiner Hill recommended (I-251) that applic. CP 1500 kc 100 w be denied.

NEW, Chattanooga Brdcstg. Co., Chattanooga, Tenn., Examiner Walker recommended (I-252) that applic. CP 590 kc 1 kw unltd. be denied.

WALR, Zanesville — Examiner Walker recommended (I-253) re applic. move to Toledo: That Commission either revoke order of Sept. 25, 1934, granting applic. or modify said order to permit operation of WALR at Toledo daylight hours only; (I-254) he recommended: That in event applic. WALR and Continental Radio Co. for Toledo are denied, that applic. Community Brdcstg. Co. for CP 1200 kc 100 w for Toledo be granted, subject Rule 131.

Applications . . .

JUNE 30

NEW, John E. Fetzer, Benton Harbor, Mich.—CP 1500 kc 100 w D amended to omit request applic. be contingent on WKBZ applic. for 1200 kc.

NEW, Lenawee Brdcstg. Co., Adrian, Mich.—CP 1440 kc 250 w D.

KDKA, Pittsburgh—CP new equip., new antenna, increase 50 to 500 kw.

KTHS, Hot Springs, Ark. — Extension exp. auth. change 1040 to 1060 kc, hours from SH.-KRLD to Simul.-WBAL spec. hours.

KFH, Wichita—License for CP change equip., increase power.

NEW, Charles Porter & Edward T. Eversole, Festus, Mo.—CP 1420 kc 100 w ltd. amended to unltd.

NEW, Howard A. Miller, Galesburg, Ill. —CP 1500 kc 100 w D, some N, amended to spec.

KERN, Bakersfield, Cal.—License for CP new equip.

NEW, Jesse G. Bourus, Everett, Wash. —CP 1500 kc 100 w 250 w D unltd., amended to 100 w.

KFI, Los Angeles—CP new trans., directional antenna, increase 50 to 500 kw.

JULY 2

WATR, Waterbury, Conn. — CP change trans., install directional, change 1190 to 1290 kc, increase 100 w to 250 w, hours from ltd. to unltd.

WSMK, Dayton — Modif. license Simul. D-KQV spec. N to unltd., increase from 200 to 250 w.

WHIO, Dayton — License for CP new equip., increase power.

WAPO, Chattanooga — Modif. CP new station re equip.

WJBW, New Orleans — CP new trans., change SH.-WBNO to unltd., increase from 100 w to 100 w 250 w D, move studio locally, asks facilities WBNO.

WSM, Nashville—CP new trans., increase 50 to 500 kw.

APPLICATIONS RETURNED—WTBO, Cumberland; WJNO, West Palm Beach, Fla.

JULY 3

WOV, New York—CP new trans., vertical antenna.

KRRV, Sherman, Tex. — Modif. CP change equip., trans. site.

KWTO, Springfield, Mo. — Modif. CP as modif. new antenna, move trans. locally.

KSCJ, Sioux City, Ia.—License for CP aux. equip.

W6XKK, Don Lee Brdcstg. System, San Francisco—License CP gen exp.

APPLICATIONS RETURNED—WJBW, New Orleans, modif. license increase power etc.; KVOA, Tucson, Ariz., modif. CP re equip.

JULY 6

WNBC, New Britain, Conn.—CP applic. amended from William J. Sanders to State Brdcstg. Corp.

W3XEX, Norfolk, Va. — Modif. CP change trans. site; license for same.

WHBL, Sheboygan, Wis. — License for CP new equip., move trans.

WILL, Urbana, Ill.—CP directional antenna, move trans.

NEW, Northwestern Pub. Co., Danville, Ill.—CP 1500 kc 250 w D.

NEW, C. W. Corkhill, Sioux City, Ia.— CP 1200 kc 100 w unltd.

NEW, News Press Pub. Co., Santa Barbara, Cal. — CP 1280 kc 500 w unltd., amended to 1220 kc.

APPLICATIONS RETURNED—WHDH, Boston; NEW, Most Rev. Anthony J. Schular, El Paso; KFVD, Los Angeles; KLPM, Minot, N. D.

JULY 7

WPRP, Ponce, P. R.—Modif. license additional hours.

WHLB, Virginia, Minn. — Modif. CP change equip., vertical antenna, for approval trans. site.

APPLICATIONS RETURNED — NEW, Southern Farmer Station, Moultrie, Ga.; KFVD, Los Angeles; KGDM, Stockton, Cal.

JULY 8

WAVE, Louisville—CP new trans.

NEW, Crosley Radio Corp., Cincinnati, 2 CPs 100 w high frequency.

W3XES, Baltimore—License for CP gen. exp.

NEW, name changed to William Jerome & Thomas Hoyt Wimpy, d/b Southern Farmer Station, Moultrie, Ga.

NEW, Okmulgee Brdcstg. Co., Okmulgee, Okla.—CP 1210 kc 100 w D.

KMA, Shenandoah, Ia.—Modif. CP move trans., change equip., hours etc.

NEW, Curtis P. Ritchie, Trinidad, Col. —CP 1310 kc 100 w unltd.

APPLICATIONS RETURNED—WLBL, Stevens Point, Wis.; NEW, Benavides Independent School District, Benavides, Tex.; NEW, James H. Hardy & L. D. Marr, Pasadena, Cal.

JULY 9

WHDH, Boston—Exp. auth. spec. hours directional.

WATL, Atlanta—CP new trans, antenna, increase 100 w to 100 w 250 w D, move studio, trans, locally.

NEW, Carolina Adv. Corp., Columbia, S. C.—CP 1370 kc 100 w 250 w D unltd.

NEW, Carolina Adv. Corp., Florence, S. C.—CP 1200 kc 100 w unltd.

WJNO, West Palm Beach, Fla.—License for CP as modif. new station.

NEW, Pee Dee Brdcstg. Co., Florence, S. C.—CP 950 kc 1 kw D.

WMIN, Edward Hoffman, St. Paul—CP increase 100 w to 100 w 250 w D.

NEW, Walter H. McGenty, Rice Lake, Wis.—CP 1200 kc 100 w 250 w D unltd.

KMED, Medford, Ore.—CP change trans., new antenna, move trans.

KMO, Tacoma, Wash.—CP change equip., install vertical antenna, increase 250 w to 1 kw, change trans. site.

NEW, Earle C. Anthony Inc., Mt. Wilson, Cal.—CP experimental station 100 w.

NEW, Earle C. Anthony Inc., Los Angeles—CP experimental 10 kw.

U. S. Names Harding

LOWELL S. HARDING, airline inspector, has been appointed engineer of the Bureau of Air Commerce in direct charge of approval of antenna sites. He succeeds H. J. Sessums, who has resigned to join the San Antonio Highway Department in a civil engineering capacity. The Bureau of Air Commerce, while it has no direct authority over transmitter site locations, collaborates with the FCC which conditions its approval upon advice from the aeronautical agency that the installation will not become an obstruction to aviation and will be properly lighted and painted.

MOON GLOW COSMETIC Co. Ltd., Hollywood, on July 6 started two weekly quarter-hour periods on eight Don Lee stations in California for its Moon Glow nail polish. Paul Keast, baritone, is talent. Emil Brisacher & Staff, Los Angeles, has the account.

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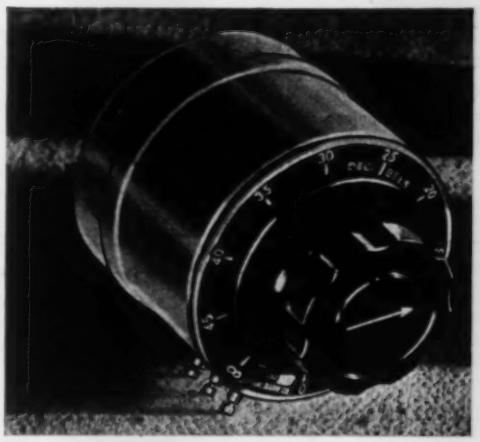

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GENERAL RADIO COMPANY
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FCC Is Now in Recess But Will Act on Routine

THE FCC Broadcast Division held its final formal meeting preparatory to its summer recess on July 2, deciding a large number of pending docket cases. While the Commission will be in recess insofar as regular hearings are concerned, routine matters will be passed upon by the respective divisions. The divisions also will be subject to the call of their chairman in the event of the piling up of cases. The pressure of work indicates that special meetings may be called. Regular meetings of the three divisions, under the plan, will be resumed during the first week in September.

FCC'S EARS ARE SHARPENED

Latest in Scientific Equipment Is Acquired for Its Task of Policing the Air Waves

APPROXIMATELY $45,000 is being spent by the FCC Engineering Department for additional equipment and devices for its 21 field offices to enable the engineers more effectively to police the ether.

Among the equipment purchased in recent weeks are new secondary standards for the frequency monitoring stations to check the deviations of all types of stations from their assigned frequencies; photographic equipment to be used in each of the 22 field offices to gather evidence and settle controversies regarding equipment; a mobile unit or "Black Maria" with modern equipment to check wave shapes, noise levels and interference created by diathermy machines, cathode ray oscillographs and frequency measuring equipment.

The new secondary standards will replace the crystals which have been in use since 1928. They will be installed in seven monitoring stations. The primary frequency standard is housed at the "super" monitoring station at Grand Island, Neb. Replacement was deemed desirable because old standards are obsolete. The new crystals will be accurate to half part in a million and are more flexible and more reliable. They are being purchased at a cost of approximately $14,000.

Twenty-three precision cameras were purchased by the FCC several weeks ago, at a cost of $1,320, from Eastman Kodak Co.

The new mobile unit will be the last word in preambulating monitoring stations. Checking of diathermy machines is one of the most important phases of the assignment for this car. Hundreds of high-frequency "fever machines" have been installed by physicians and medical institutions throughout the country and have been causing serious interference with reception, particularly in the short waves. Among other things, the mobile unit will be equipped with a direction finding apparatus to assist in locating the interference.

Diathermy machines, using short waves, cause interference, according to studies, from about 10 to 50 megacycles. International broadcasting has been most seriously affected along with fixed services. It is estimated there are 20,000 such machines in use. Charles E. Ellert of the FCC Engineering Department, has been placed in charge of the new mobile unit, which is expected to cruise about the entire country as conditions demand.

The direction finding equipment is similar to that used aboard ocean-going ships. The method used is that of taking bearings of the signal strength of the interference at a particular point and moving along with the intensity of the signal until the bearings cross. Invariably it leads precisely to the source of the trouble. Cathode ray tubes show the form of station waves.

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Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

Alexander Sherwood
Business Consultant in Broadcasting
320 North 50 St.
OMAHA NEBRASKA

JENKINS & ADAIR, Inc.
Engineers
Designers and Manufacturers of Radio Transmission, Sound Film, Disc Recording and Communication Equipment
3333 BELMONT AVE. CHICAGO, ILL.
CABLE: JENKADAIR

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order. When inserting advertising over a box number, count 3 words (21c) for the address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Manufacturer of exclusive line of microphones and other devices, well known in the industry, invites inquiries from sales representatives working out of Pittsburgh, Pa.; Philadelphia, Pa.; Washington, D. C.; Birmingham, Ala.; New Orleans, La.; and Dallas, Texas. Reply to Box 522, BROADCASTING.

Wanted — 3 salesmen, experienced in minor market selling; to later develop into major market selling. Give full details in first letter. Box 519, BROADCASTING.

Program director - announcer for local station. Box 520, BROADCASTING.

Situations Wanted

A capable, thoroughly trained sales and station director seeks new connection. 8 years of successful regional and local station operation as background. Will call for interview at convenience of interested party. Address Box 518, BROADCASTING.

Program, production and musical director; now employed and producing weekly programs major network; desires connection with network or progressive independent station. Competent executive, capable of taking complete charge of programs and production. Ten years experience, four years present position. Would consider investing in growing independent station. Best references and press notices. Box 517, BROADCASTING.

Salesman — 12 years experience. I am adequately prepared to fill position of sales manager—but am ready to look into any interesting, permanent connection. Now earning $500 monthly. Married. Background of both newspaper and radio advertising, with excellent record of applied showmanship in building and selling commercials and station promotions. Box 524, BROADCASTING.

Program Executive. Experienced in every channel of Programming Department. Will guarantee results in the summer programs. 8 years radio experience. College graduate —letters. Box 515, BROADCASTING.

Manager with excellent record both as Sales Manager and General Manager open for change under right conditions. What have you to offer? Box 523, BROADCASTING.

Situations Wanted (Con'td)

Experienced transmitter - control and press operator. Single. Available now. Box 516, BROADCASTING.

For Rent—Equipment

Approved equipment. RCA TMV-75-B field strength measuring unit (new) direct reading; Astiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Street, New York City.

For Sale—Equipment

Western Electric 304-A, one kilowatt transmitter, complete with one set of tubes and partial set of spare tubes; also spare 700-A oscillator. Fully AC operated. Guaranteed in first class mechanical and electrical condition. Equipment removed from service because of increased power. Crated, ready for immediate delivery. Original cost $18,000. Offered at $7,000 f.o.b., Columbia, S. C.

FCC memo 243 lists the 304-A equipment "as satisfying the requirements of good engineering practice" promulgated in accordance with Rule 132.

G. Richard Shafto, Station WIS, Columbia, S. C.

Western Electric 1 Kw 106-B Transmitter

This equipment is in excellent operating condition, having been taken out of service only because of an increase in power. Supplied complete, with two sets of tubes, spare parts and duplicate sets of motor generators and pumps. Designed for operation from 220 Volt DC supply, but can be easily modified for AC operation.

The transmitter is available immediately and can be inspected at any time. Correspondence is invited from anyone interested in securing this equipment at an unusually attractive price. Box 8[illegible], BROADCASTING.

Wanted to Buy

Will purchase or lease local station. Write full particulars. Box 509, BROADCASTING.

Will buy controlling interest in broadcasting station or will purchase outright for cash. Box 521, BROADCASTING.

A *new service* REACHES AGENCIES and RADIO ADVERTISERS *through* BROADCASTING

Broadcast Advertising

BROADCASTING
Joseph Ness, President

ADVERTISING FEATURES, INC.
Chrysler Building
New York
MUrray Hill 6-4047

May 6th, 1936.

Mr. F. G. Taylor, Adv. Mgr.,
Broadcasting,
National Press Bldg.,
Washington, D. C.

Dear Mr. Taylor:

We thought you would be interested in knowing that our one time insertion in your issue of April 15th more than fulfilled its purpose.

It seems that we reached practically everybody in Radio. Sponsors and Advertising Agencies handling Radio are talking about BROADCASTMENTS more than ever. By positive check we attribute this, first, of course to the fact that BROADCASTMENTS are logically and technically "right" as tie-in advertising to make our millions of readers the Sponsor's millions of listeners, and second, to "Broadcasting" which put our story across to the most important people in Radio Advertising.

We are more than convinced that Broadcasting reaches the market with which we deal and you will be among the first we will consider whenever we want to get a message across to the Radio Broadcasting field.

Cordially yours,
ADVERTISING FEATURES, Inc.

Joseph Ness

President

JU:LG

Accent on the Commercial

BROADCASTMENT

The new Radio tie-in Ad. Every issue of the Nation's Leading Guides under the heading MIKE MOMENTS, a 42 line unit at cost rates featuring the Sponsor, Program, Talent, Local Station and Time; in cartoon strip technique for Network, Regional and Spot programs.

BROADCASTMENTS cover all markets, the entire list, a group, or single papers may be used. Art and production are inserted at cost.
BROADCASTMENTS, Radio Appreciation Insurance, is an entertaining display for entertainment advertising. Write or write for full particulars and list of newspapers. (Contents copyright 1936 by A. F. Inc.)

Advertising Features, Inc., Chrysler Building., N. Y. C. Murray Hill 6-4047

MIKE MOMENTS — Copyright 1936 by Advertising Features, Inc., N. Y. — BROADCASTMENT

MAKES OUR MILLIONS OF READERS YOUR MILLIONS OF LISTENERS

this single insertion did it!...

XUM